



CITY OF CAMPBELL



## **Housing Element Update 2015-2023**

**Adopted February 17, 2015**



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# SECTION 1 INTRODUCTION

## *Community Context*

Incorporated in 1952, Campbell is a community of approximately 40,000 residents centrally located in Silicon Valley. Nearby communities include San Jose to the west, east and north, and Los Gatos and Saratoga to the south. From the mid-1850's, Campbell was primarily an agricultural production center, with fruits as its major crops. By 1950, however, croplands were beginning to be transformed into residential neighborhoods.



Campbell's population doubled during the 1960's, slowed down in the 1970's, and grew again in the 1980's. Between 1980 and 1990, the City's population increased by 33 percent, a level of growth unmatched by nearby communities. Since 1990, however, population growth has been limited in Campbell. Today, Campbell is a suburban and largely built-out community. However, many of the older strip commercial areas are showing signs of age and obsolescence. The City of Campbell has adopted a variety of special area plans to encourage revitalization efforts in these older commercial areas.

Campbell offers a mix of housing types, including single-family homes, townhomes, garden apartments, condominium developments, and live-work space. Of the approximately 16,000 housing units in the City, 58 percent are single-family homes, 40 percent are multi-family units, and two percent are mobile homes or other types of residential options. Housing costs are relatively high in Campbell, as is typical in the Bay Area and Silicon Valley in particular. In Campbell, the median price of a single-family home sold in 2013 had increased by 10 percent to \$810,000 since 2008, while the market rate rents for two-bedroom apartments ranged from \$1,595 to \$2,845 per month.

Since the last Housing Element adopted in 2009, the City of Campbell has been very active in processing and approving numerous housing projects of all types. From January 2009 to December 2013, the City has approved or issued permits for 543 new housing units. This level of housing approval and production is equal to 61 percent of the City's total Regional Housing Needs Allocation (RHNA) of 892 units. Due to the economic downturn that began in 2007, not all of the approved projects have proceeded with construction, particularly since a strong economic recovery did not begin until 2012.

This progress to date on the current "fair share" housing goals represents a validation of the 2001 General Plan strategy to promote new in-fill mixed-use projects near transit corridors and within targeted revitalization areas. The City has also allowed development of new housing within established neighborhoods when consistent with adopted General Plan policies and zoning regulations.

Campbell has been proactive in developing and implementing innovative housing policies including:

- Adoption of an Inclusionary Zoning Ordinance;
- General Plan vision for Transit Oriented Development;

- Utilization of flexible parking requirements; and,
- Identification of Priority Development Areas as part of the Plan Bay Area process.

Like most communities in Silicon Valley, Campbell is home to employers in the high technology industry, however most employers are small to mid-size companies. As of 2007 (the most recent data available), Campbell had an employment base of approximately 20,650 jobs in about 1,450 businesses. Since that time the trends in local employment have shown an increase in the retail and service sectors with a corresponding decline of manufacturing and technology jobs. The City has been able to achieve a relative balance between jobs and housing, and strives to maintain this balance. According to the Association of Bay Area Governments (ABAG) Campbell had a jobs/employed residents ratio of 1.2, indicating that there is an almost equal number of employed residents and jobs within the City.

Housing affordability is a major issue in the Bay Area, with a significant number of households in the region that are overpaying for housing. The shortage of affordable housing particularly affects lower-income renters and first-time homebuyers, and has impacted the City's ability to maintain civic workforce occupations such as public safety workers and teachers. The City of Campbell has been active in promoting housing affordability through the City's Inclusionary Housing Ordinance requirements and Density Bonus provisions. The City also previously supported non-profit housing providers and first-time home buyers; however, since the dissolution of the Redevelopment Agency (RDA) in 2011, the City no longer administers these programs. As part of this Housing Element update, the City will look for additional means to expand the supply of affordable housing, including facilitating residential development in mixed-use and priority development areas and around light rail stations.

Campbell's quality residential neighborhoods, strong employment base, high level of public services, and well-regarded school system, all contribute to its attractiveness as a place to live. Over the next eight years, Campbell is faced with various important housing issues and challenges:

- Providing housing affordable to all segments of the population;
- Preserving the quality of the housing stock;
- Maintaining a balance between employment and housing opportunities; and
- Providing new types of housing in response to changing demographic trends.

This Housing Element provides policies and programs to address these and other related issues.

### ***Relationship to the General Plan***

The 2015-2023 Housing Element is one of the five elements of Campbell's comprehensive General Plan. The Plan consists of the following elements: Land Use and Transportation; Open Space, Parks and Public Facilities; Conservation and Natural Resources; Health and Safety; and Housing. The Housing Element builds upon the other General Plan Elements and is consistent with the policies set forth in those elements. For example, the Land Use and Transportation Element focuses residential growth along commercial corridors and around transit stations, and provides the basis for the residential sites inventory contained in the Housing Element. Whenever any Element of the General Plan is amended in the future, the Housing Element will be reviewed and modified, if necessary, to ensure continued consistency between elements.



## ***Role of Housing Element***

Every jurisdiction in California must have a General Plan and every General Plan must contain a Housing Element. While jurisdictions must review and revise all elements of their General Plan regularly to ensure that they remain up to date, State law is much more specific in regard to the schedule for updating the Housing Element. Recent changes in State Law allow Campbell's Housing Element to cover a period of eight-years extending from 2015 to 2023. Most other elements of the General Plan typically cover a 15 to 30-year planning horizon.

The 2015-2023 Housing Element identifies strategies and programs that focus on the following:

- 1) Preserving and improving housing and neighborhoods;
- 2) Assisting in the provision of affordable housing;
- 3) Minimizing governmental and other constraints to housing investment;
- 4) Promoting fair and equal housing opportunities; and
- 5) Providing adequate housing sites.

## ***Organization of the Housing Element***

The Complete Housing Element consists of four primary sections and the technical appendices which provide additional, and more detailed, information upon which the Housing Element is based. The four sections of the Element include the Introduction, Housing Needs Summary, Housing Resources, and the Housing Plan. The technical appendices provide supportive information on the Housing Needs Assessment, Governmental Constraints, Housing Element Accomplishments, and a detailed Inventory of the Opportunity Sites.

The Housing Element consists of the following major components:

- A summary of the City's existing and projected housing needs;
- An assessment of the land, financial and administrative resources available to address Campbell's housing needs; and
- A Housing Plan to address the City's identified housing needs, including housing goals, policies, and programs.
- The Technical Background Reports contain additional information on the following:
  - Housing Needs Assessment (Appendix A) describes and analyzes Campbell's population, household, and housing characteristics and trends;
  - Housing Constraints (Appendix B) assesses potential market, governmental, and other constraints to the development and affordability of housing;
  - Housing Accomplishments (Appendix C) evaluates the City's progress in implementing the housing programs established in the 2009 - 2014 Housing Element; and,

- Analysis of Opportunity Sites (Appendix D) which assesses the ability of the City to provide adequate sites to meet the Regional Housing Needs Assessment.
- Public Outreach Description (Appendix E) which highlights the techniques used to consult with the public.

## ***Public Participation***

Opportunities for residents to provide input on housing issues and recommend strategies are critical to the development of appropriate and effective programs to address Campbell's housing needs. In 2014, the City conducted two public workshops as an opportunity to gather community input for the Housing Element. The City promoted the workshops through advertisements in local newspapers, on the local government access television



station, at the local library, and on the City's website. The City also directly mailed workshop information to local non-profit housing developers, mobile home parks, and BMR developers. Workshop participants included homeowners, renters, developers, local housing and social service providers, and City staff. Substantially more people attended the 2014 outreach meetings than attended the meetings for previous housing elements.

The first workshop in February 2014 focused on informing the residents about the housing needs for the City, and recording attendee's comments and answering their questions. Community comments focused on how the Housing Element would affect local development and individual property rights.

The second workshop, held two months later in April 2014, reviewed the existing policies and strategies as well as possible locations of future opportunity sites. The participants provided their feedback on the existing programs, where new housing should be located, and what new housing should look like in terms of densities and style. There was a substantial amount of agreement among the workshop participants on how future housing should be provided. The workshop participants felt that:

- Higher residential densities are more appropriate in the identified revitalization area in the Priority Development Area (PDAs) around the downtown and along Winchester Boulevard;
- New housing should be available for both owners and renters;
- Larger residential units (with 4 or more bedrooms) should be provided by more traditional single family detached styled units;
- More accessory dwelling units should be allowed; and
- Additional senior housing opportunities should be provided.





Following the community workshops, City staff conducted a public study session with the City Council in June 2014. The purpose of the workshop was to ask for the City Council's general direction on the appropriate policies and programs to address the community's identified housing needs in the context of local resources. During the Study Session, a number of residents addressed the City Council and encouraged the Council to keep the maximum residential density at 27 units per acre. As result of the presentation, public comments, and the Council discussion the City Council members who were present suggested that staff:

- Focus the Opportunity Sites in the PDA and around the VTA Stations;
- Consider different approaches to replace lost housing program resources; and
- Maintain the current maximum by-right residential density (27 units per acre), but review the possibility of allowing higher densities in certain circumstances.

Upon completion of the Draft Housing Element, the document will be reviewed by the Planning Commission, the City Council and the public. After approval, the draft Housing Element is sent to the State Department of Housing and Community Development (HCD) for review. After review, the Planning Commission and the City Council will hold public hearings. Comments received from HCD are required to be heard before those decision-making bodies. To ensure that all economic segments of the community can be involved throughout the process, notification of meeting on the Housing Element are published in the local newspaper in advance of each hearing, and copies of the Element are available for public review at City Hall, the Public Library, and on the City's website. Additional information on the public outreach process is included in Attachment E.

## ***Data Sources***

Various sources of information are used to prepare the Housing Element. Data from the 2010 Census on population and housing is used to a large extent in the Element. Although dated, the 2000 Census, and information from the American Community Strategies were also a good source of information. Several additional data sources were also used to update the community and demographic information including:

- Association of Bay Area Governments (ABAG) Housing Element Data Profiles (January 2014) and ABAG's Regional Housing Needs Determination (July, 2013) provides demographic projections and information on future housing needs;
- Population and demographic data is updated by the State Department of Finance, and school enrollment data from State Department of Education;
- Housing market information, such as home sales, rents, and vacancies, is updated through newspaper and internet rent surveys and DataQuick sales transactions;
- Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system;
- Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.
- Major Employers are provided by the City of Campbell Finance Department;
- Comparative data for income levels of various groups is provided by the Comprehensive Housing Affordability Strategy, 2010;
- Information on Campbell's development standards are derived from the City's Zoning Ordinance;
- Property size and other Assessor's information provided by Santa Clara County Assessor's Office; and
- Information on Persons with Developmental Disabilities is provided by the California Department of Development Services and Department of Social Services.

## SECTION 2 HOUSING NEEDS SUMMARY

### Introduction

In the 1940s, Campbell's fruit orchard heritage slowly began being replaced by housing subdivisions. Today, most of the new residential development in Campbell occurs on commercial property, designated for mixed-use.

The City of Campbell is committed to assuring the availability of adequate housing for all social and economic segments of the community. This section presents a summary of Campbell's existing and future housing needs as identified in the Housing Element Technical Report, Appendix A. Appendix A provides a more detailed analysis of local demographic, household, and housing characteristics and trends in an effort to determine the nature and extent of specific housing needs in Campbell.



*Habitat for Humanity Homes at Victor Avenue*

### Existing Housing Needs

The summary of existing housing needs is organized into four areas: housing availability, housing affordability, housing adequacy and special needs households. These housing needs are summarized in Table H-1.

**Table H-1: Summary of Existing Housing Needs**

<b>Housing Availability</b>		<b>Housing Affordability</b>	
Vacancy Rate <sup>1</sup>	4.6%	Overpaying Households <sup>4</sup>	6,605 (41%)
		Renter	3,380 (43%)
		Owner	3,225 (38%)
<b>Housing Adequacy</b>		<b>Special Needs Households/Persons</b>	
Substandard Housing Units <sup>2</sup>	900 (9%)	Households with Seniors	2,824 (17%)
Suitable for Rehabilitation	600 (6%)	Disabled Persons	2,857 (7%)
Need Replacement	300 (3%)	Persons with Developmental Disabilities	134 (<1%)
Overcrowded Households <sup>5</sup>	635 (4%)	Female-Headed Families	1,741 (11%)
Renter	460 (3%)	Large Households	1,283 (8%)
Owner	175 (1%)	Homeless Persons <sup>3</sup>	91 (<½%)

Sources: 2010 Census unless otherwise noted

<sup>1</sup> State Department of Finance 2014 – Population and Housing Estimates.

<sup>2</sup> Based on rehabilitation/replacement proportions from the 2001 Housing Elements for housing units over 30 years old.

<sup>3</sup> 2013 Santa Clara County Homeless Census

<sup>4</sup> Overpayment is defined as paying greater than 30% of gross income towards housing costs.

<sup>5</sup> Overcrowding is defined as greater than 1.01 persons per room, excluding kitchens, bathrooms, and hallways

## Housing Availability

Campbell's 2010 housing stock consists of 16,950 housing units, of which 58 percent are single-family homes including attached, detached and condominium units, 40 percent are multi-family apartment units, including duplex and triplex units, and two percent are mobile homes and other types of residential accommodations. Residential growth during the 2000s was rather limited, with only about three percent of the housing stock built after 2000.

Vacancies indicate the demand and availability of housing. As is the case in most Silicon Valley communities, residential vacancy rates are fairly low in Campbell. According to 2014 State Department of Finance statistics, the City's overall vacancy rate was just 4.6 percent, close to the 5 percent ideal vacancy rate for rental units and the 3 percent ideal for ownership units.

During the one year period from January 2013 to December 2013, a total of 438 homes were sold in Campbell. Two-thirds of the recent home sales were single-family homes while one-third were condominium units. The median sales price for a single-family home in 2013 was \$810,000, an increase of over 10% since 2008. In contrast, the median sale price for a condominium in 2013 was \$515,000, virtually unchanged since 2008. However with the rebounding economy, the prices of condominiums are also expected to increase.

The rental market is comprised primarily of apartment units. Most of the apartment rental stock consists of one- and two-bedroom units. In January 2014, the median rents for the one-bedroom and two-bedroom units were \$1,725 and \$2,070, respectively. Very few three-bedroom rental units (either apartments or single family detached homes) are available, thus limiting the rental options for large family households.

## Housing Affordability

The level of overpayment is commonly used as a measure of housing affordability. Overpayment is defined as spending more than 30 percent of gross household income on housing. By this standard, 43 percent of renters and 38 percent of homeowners in Campbell overpay for housing, similar to the overpayment rate countywide. Rental overpayment is particularly acute among senior households, with one-third of senior renters spending more than half their incomes on rent.

An assessment of the affordability of current market rents and housing prices in Campbell reveals the following. Citywide median rents are above the affordability level for the many lower income households, making it difficult for lower income occupations such as nursing aides, retail salespersons and childcare providers to rent in Campbell. For-sale housing prices in Campbell are beyond the reach of even moderate income households, impacting the ability of occupations such as school teachers, clergy, and computer support specialists to purchase housing where they work.

Home foreclosures, a major problem during and immediately after the Great Recession between 2007 and 2009, had a major impact on housing sales, with foreclosures comprising 40 percent of all housing re-sales in Santa Clara County. However, since the rebound of the regional economy after the Great Recession, the number of new home foreclosures has dropped substantially reducing the magnitude of the problem.

## Housing Adequacy

A common measure of housing adequacy and quality is the age distribution of the housing stock. A general rule in the housing industry is that structures over 30 years typically begin to show signs of deterioration and often require reinvestment to maintain/upgrade their quality. Unless properly maintained, homes older than 50 years often require major renovations to remain in good working order. As of 2010, nearly 40 percent of housing units in Campbell were over 35 years old, and about 28 percent of Campbell's housing stock was constructed before 1960. Campbell's San Tomas neighborhood, located in the southwestern quadrant of the City, contains some of the City's older housing stock, with many homes in need of rehabilitation improvements.

As stated in the 2001 Housing Element, approximately nine percent of Campbell's housing stock was estimated to be in substandard condition, with six percent of units suitable for rehabilitation and three percent requiring replacement. Applying these same percentages to Campbell's current pre-1980 housing stock, an estimated 900 units in Campbell may be substandard. Of these units, 600 are estimated to be suitable for rehabilitation and up to 300 could require substantial rehabilitation or replacement. In addition to the aging of the housing stock, the 2010 Census identified 216 housing units that lacked either plumbing facilities or a complete kitchen.

The level of household overcrowding is another indicator of housing adequacy and quality. Overcrowding occurs when a household is too large for a particular housing unit. When overcrowding happens, it tends to accelerate the deterioration of homes. As of the 2010 Census, a total of 635 Campbell households, about 4% of all households, live in overcrowded conditions. Seventy-two percent of the overcrowded households are renters.

## Special Needs Groups

Certain segments of the community may have particular difficulties in finding decent, affordable housing because of their special needs and circumstances. In Campbell, these special needs groups include the elderly, disabled persons, female-headed families with children, large households, and the homeless.

- **Seniors:** Seniors typically have special housing needs due to three concerns: limited/fixed income, higher health care costs, and physical limitations. According to the 2010 Census, 17 percent (2,824) of households in Campbell contain one or more persons age 65 years and older. Over 60 percent of the City's elderly households are homeowners. Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Elderly renters also have significant housing needs. Nearly sixty percent of Campbell's elderly renter households overpay for housing, reflecting their limited income and the high costs of housing in Campbell.
- **Persons with Disabilities:** Physical and mental disabilities can hinder access to traditionally designed housing units (and other facilities) as well as potentially limit the ability to earn income. Disabilities refer to mental, physical, or health conditions that last over six months. The 2010 Census documented 2,857 persons over the age of five with a disability in Campbell, representing 8 percent of this population group.

- **Persons with Developmental Disabilities:** Persons aged 18 years and older with developmental disabilities require continuous assistance and constitute a special needs group. Development disabilities include mental retardation, cerebral palsy, epilepsy, and autism, as well as other disabling conditions found to be closely related to mental retardation (or that require treatment similar to individuals with mental retardation), but does not include other handicapping conditions that are solely physical in nature (though some developmentally disabled persons may also have physical disabilities). According to the State Department of Developmental Services there are 134 developmentally disabled persons over the age of 17 in Postal Code 95008 (which comprises most of the City of Campbell).
- **Female-Headed Families with Children:** Female-headed households with children require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. According to the 2010 Census, Campbell is home to 1,741 female-headed households, of which 937 (or 55 percent) are with children under 18 years of age. These households are particularly vulnerable because these single parent households must balance the needs of their children with work responsibilities. Approximately 10 percent of female-headed families with children live in poverty, about three times the number of female-headed households without children under the age of 18.
- **Large Households:** Large households are defined as those with five or more members and typically consist of mostly families with children. Lower-income large households often live in overcrowded conditions because of the income limitations and the limited supply of affordable housing units with three or more bedrooms. Campbell is home to approximately 1,283 large households, of which nearly half are renter households (2010 Census). While there is an adequate supply of larger housing units, the affordability of these units for large families can be a problem and can lead to overcrowded conditions.
- **Homeless:** Homelessness continues to be one of most visible reminders of the pressing needs facing families and individuals in marginal economic, housing, and health conditions. This population consists of a wide range of persons and families suffering from domestic violence, mental illness, substance abuse, and joblessness among a number of other conditions. The 2013 Santa Clara county Homeless Census and Survey identified 91 homeless persons in Campbell. The closest homeless shelters are located outside of Campbell in the San Jose area.

## ***Sustainable Community Strategy & Future Housing Needs***

The primary objectives of the State's Regional Housing Need Allocation (RHNA) process are to increase the supply of housing and ensure that local governments consider housing needs for households at all income levels. The Association of Bay Area Governments (ABAG) is the regional agency that distributes the RHNA to the counties and cities. This process occurs in two steps. The first step is the allocation of the total number of units by each jurisdiction (i.e. each county and city). The second step in the process is to break out this total allocation into the four required income categories.

The Regional Housing Need Allocation process began in 2012 with the development of a process to integrate transportation and housing planning through a sustainable community strategy identified in Assembly Bill 375 (2008). AB 375, the *Sustainable Communities and Climate Protection Act of 2008* represents an effort to reduce green house gases emissions associated with motor vehicles by coordinating the location of new jobs, housing, and public transportation infrastructure. A key element



of the Act is the integration of jobs, housing, and transportation infrastructure through a regionally prepared Sustainable Community Strategy (SCS).

The SCS for the Bay Area was prepared by ABAG and the Metropolitan Transportation Commission and was approved in 2013; it identified Priority Development Areas (PDAs) where new housing growth and transportation infrastructure would be focused. This integration of transportation and housing planning resulted in a RHNA process based upon both a Sustainability Component and a Fair Share Component. Using the PDA framework from the SCS in the RHNA methodology promotes growth in sustainable locations and is a key to ensuring consistency between the two planning documents. Directing growth to infill locations is a key component of protecting agricultural and natural resources. This methodology also recognizes the multiple benefits for local communities and the region as a whole of encouraging housing, particularly affordable housing, in the neighborhoods near transit that local communities have identified as priorities for development and investment to create complete communities.

The Sustainability Component integrates the compact growth principles from the Bay Area Plan with the RHNA methodology. Following the land use distribution specified in the Plan Bay Area Sustainable Community Strategies (SCS) Plan which allocated new housing into PDAs and non-PDA areas, 70 percent of the total housing need was allocated based on growth in PDAs and the remaining 30 percent was allocated based on growth in non-PDA locations. The 70% in PDA goal is a regional target. Individual jurisdictions are not expected to provide 70 percent of the new housing in the PDAs.

The Fair Share Component allocates housing need based upon local community characteristics and past performance. All jurisdictions were assigned a minimum of 40 percent of their new housing units during the 2015-2023 period. This establishes a starting point or minimum threshold to ensure that all jurisdictions are planning for housing to accommodate at least a portion of the housing need generated by the population within that jurisdiction. This base allocation was then modified based upon a variety of fair share and equity factors. The Fair Share factors include the following:

- **Upper Housing Threshold:** If the SCS Plan projects growth in a jurisdiction's PDAs that meets or exceeds 110 percent of the jurisdiction's expected household formation growth, that jurisdiction is not assigned additional units. The expected household formation is used as an indicator of the demand for new housing to accommodate new families/households. This ensures that cities with PDAs are not overburdened.
- **Fair Share Factors:** The following three factors were applied to a jurisdiction's non-PDA growth:
  1. Past RHNA (Jobs:Housing Balance) Performance: Jurisdictions with a lower number of housing affordable to lower income households received a higher allocation.
  2. Employment: Jurisdictions with a higher number of existing jobs in non-PDA areas received a higher allocation.
  3. Transit: Jurisdictions with higher transit frequency and coverage receive a higher allocation.

The second step in the process is dividing this allocation into the four income categories defined by the State Department of Housing and Community Development. The income allocation portion of the RHNA method is designed to ensure that each jurisdiction in the Bay Area plans for housing for households of every income category. The income allocation method gives jurisdictions that have a relatively higher proportion of households in a certain income category a smaller allocation of housing units in that same

category. For example, jurisdictions that already supply a large amount of affordable housing receive lower affordable housing allocations. This promotes the state objective for reducing concentrations of poverty and increasing the mix of housing types among cities and counties equitably. The RHNA methodology for determining the number of units by income category is the same method that was used for the 2007-2014 RHNA. As a result of this process, Campbell's share of future regional housing needs is a total of 933 new units over the 2015-2023 planning period. The income categories of Campbell's future housing allocation are based upon the median County income and are presented below.

**Table H-4. Regional Housing Need Allocation - City of Campbell between 2015 to 2023**

Income Level	Percent of Area Median Income	Number of Units	Percent of Total
Very Low*	0 - 50%	253	27%
Low	51 - 80%	138	15%
Moderate	81 - 120%	151	16%
Above Moderate	Over 120%	391	42%
Total		933	100%

*Source: Association of Bay Area Governments, Regional Housing Needs Allocation, July, 2013.*

*\*An estimated half of Campbell's very low income housing needs (126 units) are for extremely low income households*

The Regional Housing Needs Allocation (RHNA) represents the minimum number of housing units each community is required to plan for by providing "adequate sites" through the general plan and shown on the zoning map. A summary of the potential sites is outlined in Section 4, Housing Resources. A detailed review of the potential opportunity sites is contained in Appendix D.

### ***Accomplishments in Previous Housing Element Cycle***

The 2009-2014 Housing Element contained 24 implementation programs to meet local housing needs and comply with State Law. Fourteen of the implementation program set out functions and activities that corresponded to typical local government activities, while two of the programs involved adoption of an ordinance. The remaining eight programs involved the funding and implementation of various ongoing housing activities and programs. A summary of the items not implemented during the proceeding Housing Element cycle is contained in Table H-2.

**Table H-2: Summary of Housing Element Program Implementation**

Completion Status	Number	Description of Implementation Program	Reason for Non-Completion
Implemented	19		
Partially Implemented	4	2.2b-One-time Rental Assistance Program	Program implemented during first half of Housing Element Period. No RDA funding after 2011 for implementation.
		3.1a-Affordable Housing Development	
		1.2a- Multi-Family Acquisition & Rehabilitation	No requests for assistance or project participation during the first half of Housing Element period. No RDA funding after 2011 for implementation.
		2.5b- Shared Housing Program	
Not Completed	1	3.2a-Amend the Inclusionary Housing Ordinance to provide more flexibility for targeting lower affordability groups	Because of staff reductions and turnover, the amendment was not initiated. Lower income affordability is still addressed with the existing Density Bonus program.

While the City did initiate programs identified in the 2009-2014 Housing Element at the beginning of the Housing Element cycle, the loss of the Redevelopment Agency Housing Set-a-side Funds and a locally controlled Community Development Block Grant (CDBG) program, combined with the economic downturn effectively prevented the active implementation of many housing programs. The loss of the Housing Set-a-side funding and reductions to the general fund resulted in the elimination of some City staff positions, which subsequently results in the City's inability to implement some 2009 Housing Element programs. All of the eight programs providing funding for housing-related programs are currently without a funding source.

The important exceptions include the planning and development related measures that are implemented by the Planning Division as part of its normal operations. Examples of these programs include: Program H-4.2a, Mixed-use Development; Program H-4.3a, Planned for Densities; Program H-5.1a, Density Bonus; and Program H-5.2a, Secondary Dwelling Units. All of these programs enabled Campbell to continue to approve new housing to meet Campbell's identified housing need. The three large affordable and/or senior housing projects that were either recently completed or will be completed in 2014 are examples of these ongoing efforts to provide additional housing.

Of the two ordinance amendments contained in the 2009 Housing Element, one was adopted. The Zoning Text Amendment to implement SB-2 and address other minor code modifications (Program H-5.3a) was adopted in 2014. Program H-3.2a to amend Campbell's Inclusionary Housing Provisions to provide greater flexibility in the required income categories was not completed. This item will be carried over into the 2015-2023 Housing Element for implementation within the next two years.

Table H-3 summarizes the quantified objectives contained in Campbell's 2009 – 2014 Housing Element and the City's progress in fulfilling these objectives. This information is based upon a review of residential building permits issued between January 2009 and December 2012 with the addition of other housing units that are currently under construction. Using the State's standard affordability density of 20 units per acre, most of the housing constructed in Campbell is potentially affordable for most income groups and have been allocated to the Low Income Category. However, because of national economic conditions,

only 61 percent of the RHNA was actually constructed. In addition, and as demonstrated below, Campbell did however actually met their rehabilitation and conservation goals.

**Table H-3: Summary of Quantified Objectives**

Income Level	New Construction		Rehabilitation		Conservation	
	Goal <sup>1</sup>	Progress	Goal <sup>2</sup>	Progress	Goal <sup>3</sup>	Progress
Very Low	199	32	14 – 34	61	234	234
Low	122	300	16 - 36		419	419
Moderate	158	67	-	-	-	-
Above Moderate	413	149	-	-	-	-
Totals	892	543	50	61	653	653
<sup>1</sup> . Reflects RHNA. <sup>2</sup> . Reflects City assisted single-family rehabilitation. <sup>3</sup> . Reflects Section 8 (234 households) and preservation of the at-risk units <sup>4</sup> . The Extremely Low category is a component of the Very Low Income Category.						

Also, Campbell's Below Market Rate Housing program resulted in the construction of 32 Very Low Income units between 2009 and 2013. According to building permit records, five Second Dwelling Units were also constructed. The five second units that were constructed have been allocated to the Moderate Income category. Additional information on the implementation of the 2009 -2014 Housing Element is contained in Appendix C.

## SECTION 3 HOUSING RESOURCES

### *Introduction*

A variety of resources are available for the development, rehabilitation, and preservation of housing in Campbell. This includes the City's ability to meet its share of regional housing needs through the General Plan and Zoning Ordinance, the inventory of available sites, the financial resources available to support the provision of affordable housing, and the administrative resources available to assist in implementing City housing programs.



### *General Plan*

The 2001 Campbell General Plan provided a 20 to 25 year framework for the development of the City. The Campbell General Plan contains four elements, in addition to the Housing Element. These other Elements are Land Use & Transportation, Open Space, Parks & Public Facilities, Health & Safety, and Conservation & Natural Resources. The Land Use Map contains 19 land use categories identifying a wide range of residential, commercial, industrial, mixed-use, institutional and open space land uses. The land uses integrate with the Zoning Ordinance to identify a range of residential densities (regulated by residential densities) and non-residential development intensities (regulated by floor area ratio).

### General Plan Policies and Strategies

Campbell's Land Use and Transportation Element establish various policies and strategies in support of housing development. Some of these policies and strategies include, but are not limited to, the following:

**Policy LUT-1.5: Land Use Planning and the Regional Transportation System:** Support land use planning that complements the regional transportation system.

Strategy LUT-1.5a: Transit-Oriented Developments: Encourage transit-oriented developments including employment centers such as office and research and development facilities and the City's highest density residential projects by coordinating the location, intensity and mix of land uses with transportation resources, such as Light Rail.

Strategy LUT-1.5d: Higher Floor Area Ratios (FARs): Develop provisions for allowing higher FARs in new projects that provide a mix of uses, maintain a jobs/housing balance or are located within proximity to Light Rail.

**Policy LUT-3.1:**     **Variety of Residential Densities:** Provide land use categories for and maintenance of a variety of residential densities to offer existing and future residents of all income levels, age groups and special needs sufficient opportunities and choices for locating in Campbell.

Strategy LUT-3.1a: Consistency with Housing Element: Ensure consistency with the City’s Housing Element including ensuring that there is adequate land designated to meet Housing goals.

Strategy LUT-3.1c: High Density Residential: Allow higher residential densities in the North of Campbell Area (NOCA), South of Campbell Area (SOCA), and areas near the Light Rail stations as an incentive to redevelop older, less intensive uses.

**Policy LUT-5.3:**     **Variety of Commercial and Office Uses:** Maintain a variety of attractive and convenient commercial and office uses that provide needed goods, services and entertainment.

Strategy LUT-5.3i: Mixed-Use in Commercial Districts: Consider revising the Zoning Ordinance to include standards for mixed-use development (residential and/or office above ground floor retail) in commercial districts.

**Policy LUT-14.6:**     **Mixed Residential and Non-residential Uses:** Allow residential uses that are mixed whether horizontally or vertically with non-residential uses.

In addition to these general policies, the General Plan contains policies related to a number of special plan areas within Campbell. These special planning areas include the Winchester Boulevard corridor, Pruneyard/Creekside area (which includes portions of Bascom/East Hamilton Avenue area), the North of Campbell Avenue (NOCA) Plan Area, the South of Campbell Avenue (SOCA) Plan Area, as well as the other residential areas surrounding the downtown. Higher residential and mixed-use developments are also encouraged in these areas. The City Council has also adopted other special master plans to facilitate mixed-use and residential development along the Winchester Boulevard corridor and East Campbell Avenue areas.

The stated intent of the General Plan mixed-use categories is to integrate residential uses with traditional commercial and/or professional office uses. In furtherance of this goal, residential uses are permitted at 27 dwelling units per acre in mixed-use zones, and the residential component is not counted against the allowable commercial Floor Area Ratio (FAR). In this way, sites currently occupied by commercial uses may be redeveloped with residential and commercial uses, improving the financial feasibility of projects.

The City also provides additional zoning incentives for the inclusion of residential uses in new mixed-use developments, such as reduced parking requirements, including shared parking between commercial and residential uses. A reduction in the required open space for the residential component may be granted where site characteristics preclude fulfillment of the entire open space requirement. This is discussed in more detail in Appendix B.

Since establishment of mixed-use zoning districts under the 2001 General Plan (as described in Strategy LUT 5.3i), development on mixed-use parcels has consisted entirely of residential uses or residential uses



with ground floor commercial. None of the mixed-use sites has been developed with an entirely commercial use.

### Minimum Residential Density

Previous Housing Elements have contained provisions for a minimum residential density for each General Plan and Zoning designation. This requirement, identified as Policy H-4.3 in the 2009-2014 Housing Element encourages *“residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.”* This provision is carried over into the 2015-2023 Housing Element and will facilitate the full development of the identified opportunity sites.

## **Zoning Ordinance Provisions**

### Residential Densities

The Zoning Ordinance and Map implements the development envisioned on the General Plan Land Use Plan. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses within Campbell. As summarized below in Table H-5, the Land Use Element provides for six residential land use designations, a mobile home park designation, one commercial designation, and three mixed-use designations that allow for residential uses.

**Table H-5: Land Use Categories Permitting Residential Use**

General Plan Land Use Category	Zoning District(s)	Density (Units per Gross Acre)	Residential Type(s)
Low Density Residential	R-1	<6	Single-family detached homes on individual lots between 16,000 and 6,000 square feet
Low-Medium Density Residential	R-M, R-D, C-PD, P-D	6—13	Duplexes, multi-family, and townhomes. Small lot detached homes are allowed with P-D zoning.
Mobile Home Park	P-D	6—13	Mobile home parks
Medium Density Residential	R-2, C-PD, P-D	14—20	Townhomes, apartments, condominiums, or multi-family
High Density Residential	R-3, C-PD	21—27	Apartments or condominiums
Central Business District Commercial	C-3	No Standard*	Condominiums or apartments on the second and third floors
Low-Medium Density Residential or Office (Mixed-use)	P-D	6—13	Single-family homes on small lots, townhomes, multi-family
Medium to High Density Residential/ Commercial (Mixed-use)	P-D	14—27	Multiple-family housing on the upper floors above office/ commercial uses. Attached townhomes or condominiums in the South of Campbell Ave Specific Plan area.
Residential/ Commercial/ Professional Office (Mixed-use)	P-D	14—27	Multiple-family housing including condominiums or apartments on the upper floors above office or commercial uses.

Source: City of Campbell General Plan, February 2014.

\* Residential condominium and apartment units are allowed on the upper floors only within the C-3 Zoning District. No maximum density standard is provided per Section 21.10.060, C-3 (Central Business District) zoning district.

Each of these land use designations has one or more zoning districts to implement their vision of the future. Each of these zones contains detailed (and often very specific) development criteria to guide their development. The maximum densities for the zones allowing residential land uses are summarized below.

- Single Family Detached Residential Zones – between 3 and 6 dwelling units per acre (depending on the specific zone).
- Smaller Lot Single Family/Duplex/Triplex Residential Zones – between 6 and 13 dwelling units per acre (depending on the specific zone)
- Multiple Family Condominium/Attached Residential Zones - between 14 and 27 dwelling units per acre (depending on the specific zone).
- Mixed-use/Planned Development Residential – up to 27 dwelling units per acre.
- Central Business District Commercial – no numeric standard, allowable residential units are determined by the design of the project on a case-by-case basis.

### Secondary Dwelling Units

The City allows secondary dwelling units on 10,000 square foot sized lots for the development of secondary units, resulting in 1,000 properties being eligible for secondary dwelling units. Given their relatively limited size and historical rent levels, secondary units will most likely be occupied by lower-income residents, including the elderly, college students, and low-income wage earners. Secondary dwelling units require a ministerial zoning clearance usually involving just a zoning compliance sign-off on a building permit. Based on the level of secondary unit approval and development during the prior planning period, the City can reasonably anticipate between 8 and 16 additional secondary units during the current period, helping to address the needs of lower income renters.

### Sites for Special Needs Housing

Consistent with the requirements of SB-2, the City allows emergency shelters by right in a portion of the M-1 Zone. The area is located just south of San Tomas Expressway between Winchester Boulevard and Los Gatos Creek. This location is centrally located in an area well served by transit and commercial services. Included in the ordinance are provisions to allow Single Room Occupancy (SRO) facilities within the R-3 High Density Residential Zoning District. The zoning ordinance also regulates transitional and supportive housing in the same manner as other residential uses in the equivalent zone. Additional information is provided in Appendix B.

### Mixed-Use Development

Many areas in Campbell are zoned P-D (Planned Development). The P-D Zone allows for flexibility in development standards and requirements where optimum quantity and use of open space and exemplary building design are provided. Mixed-use development is also encouraged in these areas, allowing both residential and commercial uses on the same parcel. A key strategy of the City's General Plan is to integrate residential development along designated commercial corridors to create activity along the street, and provide a variety of housing types near work and shopping. This strategy ensures safer, more

viable commercial areas, with mixed-use residents helping to ensure the viability of the commercial uses. Residential uses are encouraged but not included in the calculation of the FAR. Campbell also allows for a shared parking reduction and a reduction in the required open space for the residential component. The City has approved several mixed-use projects since adoption of the prior Housing Element.

## ***Housing Opportunity Site Inventory***

A key component of any Housing Element is an assessment of whether or not a community can provide sufficient sites to accommodate their Regional Housing Need Allocation. This section summarizes the number of available opportunity sites and the relative affordability of these opportunity sites. As is demonstrated in this section, Campbell can accommodate both the number of units and appropriate levels of affordability specified in the RHNA. The City plans to fulfill its share of regional housing needs using a combination of the following methods by focusing (but not limiting) development in opportunity site areas, through the development of secondary dwelling units, and residential projects with development entitlements.

### **Housing Opportunity Site Availability**

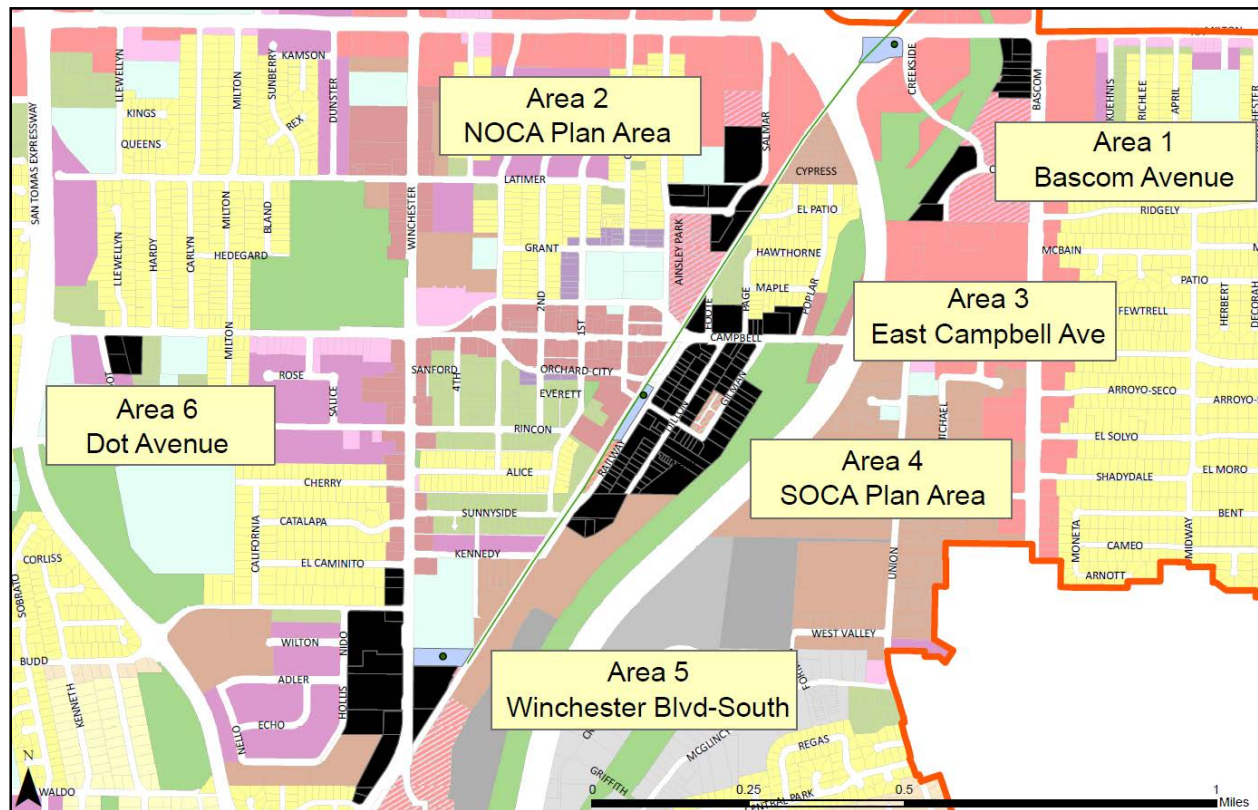
A detailed analysis of potential opportunity site areas was conducted during the preparation of the Housing Element. The focus of the site selection was the need to ensure that the objectives of the Housing Element were integrated with the other elements of the General Plan. The Land Use and Transportation Element of the General Plan has an objective of concentrating new residential development around the existing VTA transit stations and around the downtown (i.e. the designated Priority Development Area) to facilitate the redevelopment of areas with under-utilized sites and/or occupied with obsolete buildings, and to try to reduce traffic impacts. Five of the six Opportunity Site Areas meet this objective. The sixth Opportunity Site Area, the Dot Avenue area was also included since it represents one of the largest vacant residential sites in Campbell.

The initial screening process resulted in an extensive list of several hundred properties capable of accommodating over 2,000 new dwelling units. This preliminary list was presented at the Second Community Outreach Workshop held on April 29, 2014. Based upon the input from the community, six opportunity site areas were identified. The final list of Opportunity Sites capable of accommodating the RHNA for Campbell was then selected from within these areas. Each of the Opportunity Sites have the appropriate General Plan and Zoning designations to accommodate housing and have access to roads, water, sewer, electricity and/or natural gas, and telecommunication services. The individual Opportunity Site inventories are contained in Appendix D.

### **Housing Opportunity Site Areas**

The locations of the six major opportunity site areas are depicted on Figure H-1 and are described below. A summary of the residential development potential for these opportunity site areas are shown in Table H-5. Adequate infrastructure including roads, water, sewer, electricity and/or natural gas, and telecommunication services are in place for the planned-for development for all of the Opportunity Site areas. A detailed assessment of each opportunity site is provided in Appendix D.

**Figure H-1: Map of Opportunity Site Areas**



**1. Bascom Avenue Corridor Area**

The Bascom Avenue Area is near the intersection of South Bascom Avenue and East Hamilton Avenue. This Area is located just north of the Pruneyard Area and is within a ¼ mile of the Hamilton VTA Light Rail Station. The General Plan Land Use Designation for the area allows Commercial/Professional Office/Residential land uses with densities up to 20 dwelling units per acre. Residential densities are not counted towards the floor area ratio calculations in mixed-use developments. During the previous Housing Element cycle, one opportunity site, located at 1677 South Bascom Avenue, was developed with 168 apartments as part of a mixed-use project.

**2. North of Campbell Avenue Area Plan**

The North of Campbell Avenue Area Plan (NOCA) opportunity area is located along Salmar Avenue between East Hamilton Avenue and Harrison Avenue. The NOCA area is located midway between the Hamilton Avenue and Downtown Campbell Light Rail Stations. The area is covered by the North of Campbell Avenue Area Plan. The purpose of the NOCA Plan is to encourage a combination of residential and commercial uses in a previously industrial area. The Zoning and General Plan designations support new residential and mixed-use development at the City's highest density range of 20 dwelling units per acre and Floor Area Ratios of up to 1.00. Residential densities are not counted towards the floor area ratio calculations in a mixed-use development. Much of the NOCA area has already been redeveloped both residentially (near the downtown) and commercially (near Hamilton Avenue).

### **3. *East Campbell Avenue Master Plan Area***

The East Campbell Avenue Master Plan Area extends from Downtown Campbell east to Los Gatos Creek along both sides of Campbell Avenue. This area serves as an important gateway to Downtown Campbell and creates a connection to the Prune Yard Shopping Center (a major 40-acre retail and office destination for the South Bay region). The City has adopted the East Campbell Avenue Master Plan to guide future development in this area. The Master Plan allows for residential densities up to 27 dwelling units per acre in a mixed-use style. This area is adjacent to the South of Campbell Avenue Area.

### **4. *South of Campbell Avenue Area Plan***

The South of Campbell Avenue Plan Area (SOCA) opportunity area is located between Railway Avenue and Los Gatos Creek and is covered by the South of Campbell Avenue Area Plan. The purpose of the SOCA Plan is to encourage a combination of residential and commercial uses in a previously industrial area. The Zoning and General Plan designations support new residential and mixed-use development at the City's highest density range of 27 du/ac and Floor Area Ratios of up to 1.00. Residential densities are not counted towards the floor area ratio calculations in a mixed-use development. Most of the SOCA area is located within ¼ mile of the Downtown Campbell Light Rail Station.

### **5. *Winchester Boulevard Master Plan– South Area***

The Winchester Boulevard corridor area is located along both sides of Winchester Boulevard from Hamilton Avenue to Camden Avenue. Campbell has adopted the Winchester Boulevard Master Plan Area to provide a framework for the redevelopment of the area. The Master Plan and General Plan designations support new residential and mixed-use development at the City's highest density range of 27 dwelling units per acre. This mile long corridor is divided into two subareas, for Housing Element purposes, at Campbell Avenue. The northern subarea includes locations around the Home Church center. The southern subarea includes the older highway oriented commercial south of Campbell Avenue and the newer shopping centers near the Winchester Light Rail Station. During the previous Housing Element cycle, one opportunity site located at 2041 through 2127 South Winchester Boulevard, was developed as a mixed-use project with 126 senior apartments and a 21-patient dementia care center as part of this mixed-use project.

### **6. *Dot Avenue Properties***

The Dot Avenue opportunity area is located at the intersection with West Campbell Avenue near San Tomas Expressway. The General Plan Land Use Designation for the area allows Medium Density Residential land uses which allow residential densities up to 20 dwelling units per acre. The site is largely vacant, occupied by a single family home and scattered agricultural uses. This site is not located within ½ mile of a VTA Light Rail Station.

## **Housing Opportunity Site Adequacy**

Table H-6 contains a summary of the detailed opportunity site assessment contained in Appendix C. As demonstrated below, Campbell contains an adequate number of sites to accommodate the RHNA for the 2015 -2023 period. This estimated number of units for each area is calculated by multiplying the developable acreage by the maximum density by the practical density. The Developable Acreage is based upon the size for all of the opportunity sites within each area. The Maximum Density is based upon information obtained from the Campbell General Plan and Zoning Ordinance. For most sites is assumed to be 75% of the maximum density, except that for larger sites within ½ mile of a VTA Light Rail Station.

In these circumstances a realistic density of 90% of the maximum density is used. The 75% of the maximum density for 27 units per acre is 20.25 dwelling units per acre. The practical density for a site with a maximum density of 27 units per acre is 24.3 dwelling units per acre (90% of 27). These values are above the State's 20 du/ac threshold for unit affordability to all income levels in suburban settings.

**Table H-6. Opportunity Site Area Summary**

<b>Opportunity Site Area</b>	<b>Developable Acreage</b>	<b>Maximum Density <sup>1</sup></b>	<b>75% Density</b>	<b>Estimated Units <sup>1</sup></b>
Bascom Avenue Corridor	5.0	27 du/ac	20.25 du/ac	109
North of Campbell Avenue (NOCA) Area Plan	8.3	20 du/ac	15.0 du/ac	136
East Campbell Avenue Master Plan	5.2	27 du/ac	20.25 du/ac	116
South of Campbell Avenue (SOCA) Area Plan	19.8	27 du/ac	20.25 du/ac	419
Winchester Boulevard Master Plan – South Area <sup>2</sup>	17.3	27 du/ac	20.25 du/ac	350
Dot Avenue Properties	2.1	20 du/ac	15.0 du/ac	31
<b>TOTAL UNITS</b>	<b>57.7</b>			<b>1,161</b>

1. Does not include any additional density bonus units allowed by State Law and the Local Density Bonus ordinance for additional affordable units.
2. The northern and middle portions of the Winchester Boulevard Master Plan also contain possible residential sites but are not included in the inventory of opportunity sites since adequate sites have already been identified.

The conservative nature of these housing unit estimates within the Opportunity Site Areas is confirmed by an examination of newer residential projects in the Priority Development Area and surrounding core locations. Since the implementation of the 75% minimum density and mixed-use policies, examples of the newer residential projects include: Gateway (25 du/ac); Campbell Center (26 du/ac); Water Tower Lofts (27 du/ac); Onyx (27 du/ac); Gilman Cottages (27 du/ac); Creekside Commons (27 du/ac); and Merrill Gardens (34 du/ac with density bonus). This also demonstrates that Campbell's development standards have proven to be effective in allowing projects to achieve maximum densities, and given high land costs in the area, the majority of multi-family and mixed-use developments are built at or near maximum permitted densities.

### Housing Opportunity Site Affordability

To evaluate the adequacy of the sites in terms of the income/affordability targets established by the RHNA, "default affordability densities" are used. Based upon its suburban location, Campbell's default affordability density is 20 dwelling units per acre (i.e. development at or above 20 units per acre is considered to be affordable to both very low and low income households). For moderate income households, based on several moderate income projects developed in the City, the City has chosen a threshold of 15 dwelling units per acre to reflect a reasonable density for achieving moderate income development.



Housing Element H-4.3, Planned For Densities, requires that residential development near the existing light rail stations and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas be developed within densities that are at least 75 percent of the maximum General Plan Land Use category densities. Using these criteria, residential projects on sites with General Plan and Zoning which allow maximum residential densities up to 27 units per acre are affordable for all income categories. In contrast, sites with maximum residential densities of 20 units per acre are affordable for only the Moderate and Above Moderate income categories. Sites with maximum residential densities of 13 units per acre or less are affordable by only those households in the Above Moderate income category.

Table H-7 demonstrates the potential affordability of the units identified in Table H-5. Campbell's policy to require at least 75% of the maximum density guarantees that, about 85% of the opportunity site units are affordable for all income categories. Only the NOCA Plan and Dot Avenue Areas, with maximum densities of 20 units per acre, are not considered affordable to the Very Low and Low Income categories. However, those two areas only account for 167 (or about 14%) of the 1,161 identified opportunity site units. All of the other Opportunity Site housing units can be used to meet the affordability provisions for all of the income categories.

**Table H-7: Opportunity Site Housing Unit Affordability**

<b>Income Level</b>	<b>Total Unit Affordability (Number of Units)</b>	<b>RHNA Requirement (Number of Units)</b>	<b>Adequate Units Provided for RHNA</b>
Very Low	253 units	253 units	Yes
Low	138 units	138 units	Yes
Moderate	151 units	151 units	Yes
Above Moderate	391 units	391 units	Yes
RHNA Total		933 units	Yes
Additional Potential Units	228 units <sup>1</sup>		
Total Units for all Opportunity Sites <sup>2</sup>	1,161 units		

1. Calculated by subtracting the City's designated Housing Need (933) from the number of units in the Opportunity Site inventory (1,161).

2. As identified in Appendix D.

The City will continue to encourage and facilitate production of affordable units on these sites through the policies and programs described in the Housing Plan located in Section 4.

## ***Availability of Public Facilities and Services***

As an urbanized community, Campbell has in place the necessary infrastructure to support additional residential development. All land designated for residential or mixed-use are served by sewer and water lines, streets, storm drains, telephone, electrical and gas lines. Pursuant to the 2001 General Plan Environmental Impact Report, there is adequate water and sewer capacity to serve future development. To ensure the availability and adequacy of public facilities and services for future development, the City, along with other providers of public services (e.g., water and sewer), will continue to carry out regular infrastructure improvements and upgrading.

## ***Financial Resources***

Due to the dissolution of the Redevelopment Agency (RDA) in 2012, Campbell has limited access to funding sources available for affordable housing activities. These funding sources include programs from local, state, federal and private resources. The loss of RDA funding has forced the elimination of a number of programs, including: Program 1.1a, Housing Rehabilitation Loans, Program 1.1b, Emergency Home Repair Grants, Program 2.2b, One time Rental Assistance, Program 2.3a, First time Homebuyer Assistance, and Program 3.1a, Affordable Housing Development Assistance.

The following section describes the two largest housing funding sources currently used in Campbell which are Section 8 rental assistance (controlled by the State and Federal governments) and the Housing Trust Fund of Santa Clara County (a private non-profit organization). Table H-8 also provides a more comprehensive inventory of potential funding sources.

### **Community Development Block Grant (CDBG) Funds**

The CDBG program provides funds for a range of community development activities. Prior to the dissolution of the RDA, a small portion of the CDBG funds was historically spent on housing repair and rehabilitation as well as for non-profit service providers. However, since the dissolution of the RDA, the City was no longer able to provide these services, and these services are now provided to Campbell residents through Santa Clara County. Current use of CDBG funds has been used for targeted code enforcement in a low-income census tract area and to improve accessibility (sidewalk repair and curb cuts) in the City. Residents wanting to repair or rehabilitate their homes must apply to Santa Clara County to get access these programs.

### **Section 8 Rental Assistance**

The Section 8 program or housing voucher program is a federal program that provides rental assistance to extremely low to very low-income persons in need of affordable housing. The Section 8 program offers a voucher that pays the difference between the payment standard (an exception to fair market rent) and what a tenant can afford to pay (e.g., 30% of their income). A voucher allows a tenant to choose housing that may cost above the payment standard, with the tenant paying the extra cost. The Santa Clara County Housing Authority administers the Section 8 program for most communities in the County, including Campbell. In 2014, approximately 190 Campbell households received Section 8 assistance from the Housing Authority.

## Housing Trust Fund of Silicon Valley

Created in 2001 as the Housing Trust of Santa Clara County (HTFSV) is a non-profit 501(c)(3) community based organization created in 2000 through a cooperative effort of the private and public sectors, including the Housing Collaborative on Homelessness and Affordable Housing, the Silicon Valley Manufacturing Group, Santa Clara County, Community Foundation Silicon Valley, and all 15 Santa Clara towns and cities. The purpose of the Trust is to increase the supply of affordable housing in Santa Clara County within three program areas: first-time homebuyer assistance, multi-family rental housing development assistance, and support for local homeless assistance programs. Funds are available for acquisition, rehabilitation, new construction, predevelopment costs and supportive housing services. Since HTFSV's inception (as of March 2013) the HTFSV reported having raised \$75 million in investment dollars, which it has been leveraged into \$1.8 billion of investment in affordable housing.

## One-Time Housing Program Funds

Statewide the 20% tax increment affordable housing set-aside funds were responsible for over \$1 billion in direct funding for affordable housing. Historically these local funds were often used as seed money to leverage other sources of funding for affordable housing. With the dissolution of Redevelopment Agencies (RDA), the State of California deprived local jurisdictions of their largest and most significant source of local funding for affordable homes. In response to the loss of this housing program funding, a portion of those former tax increment funds (transferred to the State) was allocated back to local jurisdictions as both a one-time lump sum. Campbell received \$950,000 in its Housing Trust Fund and \$600,000 in "Boomerang Funds". In 2014 the City Council committed \$250,000 of its Boomerang Funds to match Santa Clara County's \$350,000 for a future, still to be determined, affordable housing project. Because of their one-time use only funding nature, these funding sources are not included in Table H-8 below.

**Table H-8: Financial Resources Available for Housing Activities**

Program Name	Description	Eligible Activities
<b>1. Federal Programs</b>		
Community Development Block Grant (CDBG)	Grants awarded to the County for housing and community development activities benefiting lower income households. City residents are eligible to receive funding through these countywide programs.	✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Homeless Assistance ✓ Public Services ✓ Public Facilities
	Grants awarded to the City have been used for targeted code enforcement in low-income census tracts (to identify homes in need of rehabilitation) and to improve accessibility in the City.	✓ Rehabilitation ✓ Public Facilities
Home Investment Partnership Act (HOME)	Funding can be used to support a variety of County housing programs that the City can access for specific projects.	✓ New Construction ✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Rental Assistance
Section 8 Rental Assistance Program	Rental assistance payments to owners of private market rate units on behalf of very low income tenants.	✓ Rental Assistance

**Table H-8: Financial Resources Available for Housing Activities**

Program Name	Description	Eligible Activities
Section 202	Grants to non-profit developers of supportive housing for the elderly.	<ul style="list-style-type: none"> <li>✓ Acquisition</li> <li>✓ Rehabilitation</li> <li>✓ New Construction</li> <li>✓ Rental Assistance</li> </ul>
Section 811	Grants to non-profit developers of supportive housing for persons with disabilities, including group homes, independent living facilities and intermediate care facilities.	<ul style="list-style-type: none"> <li>✓ Acquisition</li> <li>✓ Rehabilitation</li> <li>✓ New Construction</li> <li>✓ Rental Assistance</li> </ul>
<b>2. State Programs</b>		
Low-income Housing Tax Credit (LIHTC)	Tax credits are available to persons and corporations that invest in low-income rental housing. Proceeds from the sale are typically used to create additional housing.	<ul style="list-style-type: none"> <li>✓ Construction of Housing</li> </ul>
Multi-Family Housing Program (MHP)	Deferred payment loans to local governments and developers for new construction, rehabilitation and preservation of rental housing.	<ul style="list-style-type: none"> <li>✓ New Construction</li> <li>✓ Rehabilitation</li> <li>✓ Preservation</li> <li>✓ Conversion of nonresidential to rental</li> </ul>
Multi-Family Housing Program –Supportive Housing	Deferred payment loans for rental housing with supportive services for the disabled who are homeless or at risk of homelessness.	<ul style="list-style-type: none"> <li>✓ New Construction</li> <li>✓ Rehabilitation</li> <li>✓ Preservation</li> <li>✓ Conversion of nonresidential to rental</li> </ul>
Building Equity and Growth in Neighborhoods (BEGIN)	Grants to cities to provide down payment assistance to low and moderate income first-time homebuyers of new homes in projects with affordability enhanced by local regulatory incentives or barrier reductions.	<ul style="list-style-type: none"> <li>✓ Homebuyer Assistance</li> </ul>
CalHome	Grants to cities and non-profit developers to offer homebuyer assistance, including down payment assistance, acquisition, rehabilitation, and homebuyer counseling. Loans to developers for property acquisition, site development, predevelopment and construction period expenses for homeownership projects.	<ul style="list-style-type: none"> <li>✓ Predevelopment, site development, site acquisition</li> <li>✓ Rehabilitation</li> <li>✓ Acquisition/rehab</li> <li>✓ Down payment assistance</li> <li>✓ Mortgage financing</li> <li>✓ Homebuyer counseling</li> </ul>
Transit-Oriented Development Housing Program	Low-interest loans are available as gap financing for rental housing developments that include affordable units and as mortgage assistance for homeownership developments. Grants to cities and transit agencies for infrastructure improvements to facilitate connections with transit stations.	<ul style="list-style-type: none"> <li>✓ Capital improvements required for qualified housing developments</li> <li>✓ Capital improvements enhancing pedestrian or bike access from qualified housing development to nearest transit station</li> <li>✓ Land acquisition</li> </ul>
Affordable Housing Innovation Fund	Funding for pilot programs to: provide quick site acquisition financing for the development or preservation of affordable housing; to help finance local housing trust funds; to increase homeownership opportunities for lower incomes households; and provide to pre-development funding to reduce insurance rates for CalHFA condominium projects.	<ul style="list-style-type: none"> <li>✓ Land acquisition</li> <li>✓ New construction</li> </ul>
Infill Incentive Grant Program	Funding of public infrastructure (water, sewer, traffic, parks, site clean-up, etc) to facilitate infill housing development.	<ul style="list-style-type: none"> <li>✓ Development of parks and open space</li> <li>✓ Water, sewer or other utility service improvements</li> <li>✓ Streets, roads, parking structures, transit linkages, and transit shelters</li> <li>✓ Traffic mitigation features</li> <li>✓ Sidewalks/streetscape improvements</li> </ul>

**Table H-8: Financial Resources Available for Housing Activities**

Program Name	Description	Eligible Activities
CalHFA Residential Development Loan Program	Low interest, short term loans to local governments for affordable infill, owner-occupied housing developments.	✓ Site acquisition ✓ Pre-development costs
CalHFA Homebuyer's Down payment Assistance Program	CalHFA makes below market loans to first-time homebuyers of up to 3% of sales price. Program operates through participating lenders who originate loans for CalHFA.	✓ Homebuyer Assistance
<b>3. Local Programs</b>		
Below Market Rate Housing In Lieu Fee	Allows developers to pay for fractions of units while complying with program requirements.	✓ New Construction ✓ Rehabilitation ✓ Site Acquisition ✓ Preservation ✓ Homebuyer Assistance ✓ Homeless with Special Needs
<b>4. Private Resources/Financing Programs</b>		
Housing Trust Fund of Silicon Valley (HTFSV)	Non-profit community based organization created through the collaborative efforts of private and public sector organizations.	✓ Multi-family Rental Housing ✓ Homebuyer Assistance ✓ Homeless with Special Needs
Federal National Mortgage Association (Fannie Mae)	Fixed rate mortgages issued by private mortgage insurers.	✓ Home Buyer Assistance
	Mortgages that fund the purchase and rehabilitation of a home.	✓ Home Buyer Assistance ✓ Rehabilitation
	Low Down-Payment Mortgages for Single-Family Homes in under-served low-income and minority cities.	✓ Home Buyer Assistance
Federal Home Loan Bank Affordable Housing Program	Direct Subsidies to non-profit and for profit developers and public agencies for affordable low-income ownership and rental projects.	✓ New Construction

## ***Administrative Resources***

Described below are several non-profit agencies that have been involved or are interested in housing activities in Campbell. These agencies serve as resources in meeting the housing needs of the community. In particular, they are involved in the improvement of the housing stock, provision of affordable housing, and/or housing assistance to households in need.

### Catholic Charities of Santa Clara County

Catholic Charities is a Countywide non-profit organization that offers various housing programs to assist persons with special needs, including single parents, the homeless, and those threatened with homelessness. Under its Shared Housing Program, Catholic Charities helps single parents with one or two small children find affordable rooms to rent in private homes. Charities Housing also helped Campbell preserve 100 units of affordable housing in the San Tomas Gardens Apartments (100 low income units) and the Maravilla Project (24 low and moderate income units). Catholic Charities Housing is taking over management responsibility for the three senior housing group homes formerly operated by Senior Housing Solutions.

### Neighborhood Housing Services of Silicon Valley

NHSSV was incorporated in 1995 as a non-profit Community Development Organization by a group of local citizens with support from the City of San Jose Department of Housing. NHSSV's mission is "to promote community revitalization and economic stability by providing responsible homeownership and neighborhood services to low and moderate income families." HNSSV provides community assistance in the areas of homebuyer education, foreclosure intervention, first mortgage lending, down payment assistance, real estate sales, Below Market Rate (BMR) property administration, as well as community building and organizing. Neighborhood Housing Services currently provides mortgage loans and housing counseling services to low income households at the Maravilla housing project.

### Mid-Peninsula Housing Coalition (MPHC)

Mid-Peninsula is an established regional non-profit organization involved in the development and acquisition and rehabilitation of affordable rental housing. MPHC also has two affiliated corporations that provide professional management services and on-site coordination of services to residents. Between 1970 and the end of 2013, MPHC has designed and built or acquired and rehabilitated almost 7,500 units of affordable housing throughout northern California. In addition, MPHC currently manages over 6,400 units throughout the nine county Bay Area region and works to preserve affordable housing units that are at risk of converting to market rate uses. Prior to the dissolution of the Redevelopment Agency, MPHC partnered with the Campbell Redevelopment Agency to acquire and rehabilitate 60 units at the Sharmon Palms neighborhood.

### Habitat for Humanity Silicon Valley

Habitat for Humanity is a non-profit, faith-based organization dedicated to building affordable housing and rehabilitating homes for lower income families. Habitat builds and repairs homes with the help of volunteers and partner families. Habitat homes are sold to partner families at no profit with affordable, no-interest loans. Volunteers, churches, businesses, and other groups provide most of the labor for the homes. Government agencies or individuals usually donate land for new homes or write down the cost of the land. Incorporated in 1986, the Silicon Valley affiliate of Habitat for Humanity has built 38 homes and rehabilitated one home in Santa Clara County.

### Rebuilding Together Silicon Valley

This non-profit agency continues to partner with the City of Campbell in providing rehabilitation of homes of very low income residents, in particular seniors and disabled so that they may live in warmth, safety, and independence. Rebuilding home repairs assists residents preserve affordable housing by making necessary repairs. Many of repairs deal with roof patching, new furnaces, upgrading wiring and plumbing, grab bars in the bathroom, new appliances, and stairs, railings and banisters, as well as making exterior improvements and removing trash and debris. In 2013, Rebuilding Together Silicon Valley completed 320 rehabilitation projects in the cities of San Jose, Santa Clara, Cupertino, Gilroy, Milpitas, Morgan Hill, Los Gatos, and Campbell.



## San Andreas Regional Center

San Andreas Regional Center (SARC), which is located in Campbell, is a community-based, private nonprofit corporation serving individuals and their families who reside in Monterey, San Benito, Santa Clara, and Santa Cruz Counties. SARC is funded by the State of California to serve people with developmental disabilities as required by the Lanterman Developmental Disabilities Act. The Center reports that 78 percent of their clients with developmental disabilities live within the home of a parent or guardian. As these parents age and become more and more frail, their disabled adult children will require alternative housing options. The SARC works to identify community-based housing providers for persons living with a developmental disability; including licensed community care facilities and group homes; or supervised and subsidized apartment settings for persons able to live more independently.

## Senior Housing Solutions

Senior Housing Solutions (SHS), formerly Project Match, is a Milpitas-based non-profit organization that offers affordable housing opportunities for seniors. Under its Group Residence Program, SHS provided affordable living spaces for seniors within a single-family home shared with 5 to 6 seniors. SHS currently manages units of affordable housing for seniors in San Jose, Santa Clara, Sunnyvale, Campbell, Saratoga, and Los Gatos. SHS is in the process of disbanding due to financial issues, the operation and management of the existing affordable living accommodations is in the process of being transferred to (Catholic) Charities Housing. The existing facilities in Campbell include three homes that provide affordable rental opportunities for 15 seniors.

## ***Opportunities for Energy Conservation***

Conventional building construction, use and demolition, as well as the manufacture of building materials have multiple impacts on our environment. In the United States, the building industry accounts for:

- 65 percent of electricity consumption
- 30 percent of greenhouse gas emissions
- 30 percent of raw materials use
- 30 percent of landfill waste
- 12 percent of potable water consumption

## Energy Conservation Programs Offered through State and Federal Government

One of the primary goals behind establishing a green building program is to create a holistic, integrated design approach to green building. A green building program considers a broad range of issues including community and site design, energy efficiency, water conservation, resource-efficient material selection, indoor environmental quality, construction management, and building maintenance. The end result will be buildings that minimize the use of resources, are healthier for people, and reduce harm to the environment.

In 2004, the State of California adopted legislation requiring LEED (Leadership in Energy and Environmental Design) certification for new and renovated public buildings. Many local jurisdictions have not only adopted similar standards for their public buildings, but have also required LEED certification or

LEED equivalency for larger commercial and residential developments. LEED certification building standards are one piece of a coordinated green building program to promote energy and resource efficient buildings.

The City of Campbell is in compliance with State regulations to encourage “green” building techniques which illustrates Campbell’s initiative to limit the environmental impact of municipal facilities, and also sets an example for the community at large. The requirements of the CalGreen Program are currently being implemented by the City. In addition, the recent building code amendments requiring increased energy efficiency have also been adopted by the City in February of 2014.

The City has adopted a Construction and Demolition Debris Ordinance that requires the diversion of 50 percent of construction waste in accordance with the mandate of the California Waste Management Act. Under the ordinance, contractors are required to recycle or reuse at least 50 percent of the construction and demolition debris waste tonnage from demolition projects greater than 500 square feet, and all renovations or additions to an existing structure or construction of a new structure, greater than 2,000 square feet or where the construction of the work exceeds \$250,000, as determined by the Building Official.

Both the public and private sectors currently offer grants, refunds, and other funding for green building. In addition, developments built to green standards assist both the owners and tenants with energy and maintenance costs over time. The following presents a variety of ways in which Campbell can promote energy conservation and green building:

- ✓ Develop green (energy-efficient and environmentally-sensitive) building standards for public buildings.
- ✓ Provide incentives, such as expedited plan check, for private developments that are building green.
- ✓ Encourage higher densities and mixed-use development within walking distance of commercial and transit, thereby reducing vehicular trips and reducing greenhouse gas emissions.
- ✓ Promote financial resources available through the California Energy Commission for use of solar panels.
- ✓ Provide resource materials and training opportunities regarding green building and energy conservation.
- ✓ Ensure compliance with CalGreen building code requirements.

The State of California and the Federal government also have programs designed to increase energy efficiency and reduce energy costs for lower income families. Some of these programs include:

- **Weatherization Assistance Program** funded by the Department of Energy, is a program for delivering energy conservation services to low-income Californians (households with less than 60% of the median income). The Weatherization Assistance Program reduces the heating and cooling costs for low-income families by improving the energy efficiency of their homes and ensuring their health and safety. Among low-income households, the program focuses on those with elderly residents, individuals with disabilities, and families with children. This program is provided through the Sacred Heart Community Service organization based out of San Jose.

- **The Low-Income Home Energy Assistance Program (LIHEAP) Block Grant** – Funded by the Federal Department of Health and Human Services and provides two basic types of services. Eligible low-income persons (via local governmental and nonprofit organizations) can receive financial assistance to offset the costs of heating/cooling their dwellings, and/or have their dwellings weatherized to make them more energy efficient. This is accomplished through these three program components:
  - The Weatherization Program provides free weatherization services to improve the energy efficiency of homes, including attic insulation, weather-stripping, minor home repairs, and related energy conservation measures.
  - The Home Energy Assistance Program (HEAP) provides financial assistance to eligible households to offset the costs of heating and/or cooling dwellings.
  - The Energy Crisis Intervention Program (ECIP) provides payments for weather-related or energy-related emergencies.

### Energy Conservation Programs Offered through Local Utilities

Pacific Gas & Electric (PG&E) provides both natural gas and electricity to residential consumers throughout Santa Clara County. The company provides a variety of energy conservation services for residents and also participates in several other energy assistance programs for lower-income households, which can help qualified homeowners and renters conserve energy and control electricity costs. In addition to supporting green building efforts, Campbell also supports energy conservation by advertising utility rebate programs and energy audits available through Pacific Gas and Electric, particularly connected to housing rehabilitation programs. Some of these programs include the following:

- **The California Alternate Rates for Energy (CARE) Program** – Provides a 20 percent monthly discount on gas and electric rates to income qualified households, certain non-profits, facilities housing agricultural employees, homeless shelters, hospices and other qualified non-profit group living facilities.
- **The Relief for Energy Assistance through Community Help (REACH) Program** – Provides one-time emergency energy assistance to low income customers who have no other way to pay their energy bill. REACH aims to assist those who are in jeopardy of losing their electricity services, particularly the elderly, disabled, sick, working poor, and the unemployed, who experience severe hardships and are unable to pay for their necessary energy needs. Customers who have experienced an uncontrollable or unforeseen hardship may receive an energy credit up to \$200.
- **The Balanced Payment Plan (BPP)** – Designed to eliminate big swings in a customer's monthly payments by averaging energy costs over the year. On enrollment, PG&E averages the amount of energy used by the household in the past year to derive the monthly BPP amount. PG&E checks the household's account every four months to make sure that its estimated average is on target. If the household's energy use increases or decreases dramatically, PG&E will change the amount of monthly payment so that the household does not overpay or underpay too much over the course of a year.

- **The Family Electric Rate Assistance (FERA) Program** – PG&E’s rate reduction program for large households of three or more people with low- to middle-income. It enables large low-income large households to receive a Tier 3 (131 percent to 200 percent of baseline) electric rate reduction on their PG&E bill every month.
- **Medical Baseline Allowance Program** – PG&E offers additional quantities of energy at the lowest (baseline) price for residential customers that have special medical or heating/cooling needs because of certain medical needs.
- **Energy Works Program/Energy Partners Program** - The Energy Works Program provides qualified low-income tenants free weatherization measures and energy-efficient appliances to reduce gas and electricity usage. In order to qualify for the program, a household’s total annual gross income cannot exceed the income as set in the income guidelines (see [http://www.hacsc.org/energy\\_works\\_program.htm](http://www.hacsc.org/energy_works_program.htm)). Households must receive gas and/or electricity from PG&E and must not have participated in the Energy Partners Program in the past 10 years.
- **PG&E's SmartAC™ Program** - This program offers a simple and convenient way to help prevent power interruptions. When customers sign up, PG&E installs a free SmartAC device that can slightly reduce the energy an air conditioner uses automatically in case of a state or local energy supply emergency. PG&E customers get \$25 for signing up for the SmartAC™ program.

## SECTION 4 HOUSING PLAN

### Introduction

The foundations of implementing any Element of the General Plan are the goals and policies that bring a General Plan to life. The Housing Plan describes what Campbell will do to meet the City's requirements for encouraging the provision of housing.

Campbell's Housing Plan for addressing housing needs is organized according to the six housing issues and their associated goals.



Housing Issue	Housing Element Goal
• <b>Housing and Neighborhood Preservation</b>	<i>H-1. Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.</i>
• <b>Housing Affordability</b>	<i>H-2. Improve housing affordability for both renters and homeowners in Campbell.</i>
• <b>Housing Production</b>	<i>H-3. Encourage the production of housing affordable to a variety of household income levels.</i>
• <b>Provision of Adequate Residential Sites</b>	<i>H-4. Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.</i>
• <b>Reduction of Governmental Constraints</b>	<i>H-5. Reduce the impact of potential governmental constraints on the maintenance, improvement and development of housing.</i>
• <b>Promotion of Equal Housing Opportunity</b>	<i>H-6. Promote equal opportunity for all residents to reside in the housing of their choice.</i>

## ***Goals, Policies, and Programs***

The goals and policies presented here are implemented through a series of housing strategies and programs. These housing strategies and programs outline the specific actions the City of Campbell will undertake to achieve the stated goals and policies. This Housing Plan is designed to be implemented with the City's current staffing and funding levels. If additional resources are available in the future Campbell will modify its housing program accordingly.

**Goal H-1:** ***Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.***

**Policy H-1.1: Property Maintenance:** Encourage property owners to maintain properties in sound condition.

Program H-1.1a: Housing Rehabilitation Loan Program: Work with Santa Clara County to ensure that Campbell residents have access to countywide housing programs.

Implementation Objective: The City will continue to inform residents about Countywide housing programs available, including the County's Housing Rehabilitation Loan Program.

Program H-1.1b: Code Enforcement: The City administers a Code Enforcement Program to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourages property owners to make repairs or seek assistance through the rehabilitation assistance programs offered by the County or non-profit partners, if applicable. The City will also continue code enforcement activities aimed at identifying housing units in need of rehabilitation and repair, providing referrals to City rehabilitation staff.

Implementation Objective: The City will continue to administer the Code Enforcement Program. The Code Enforcement Officer will identify housing units (including ownership and rental units in single- and multi-family buildings) that could qualify for rehabilitation assistance.

**Policy H-1.2: Green Buildings:** Encourage the use of sustainable and green building design in new and existing housing.

Program H-1.2a: Green Buildings: The City is concerned about the continued availability of all resources for the development of affordable housing. The City of Campbell adopted the Green policies recommended by the Santa Clara County Cities Green Building

Collaborative (GBC) intended to promote climate protection strategies and regional reductions in greenhouse gas emissions including:

- ✓ Recognizing/adopting the LEED and GreenPoint Rated rating systems as a standard for green building evaluation;
- ✓ Completion of the “Green Checklist” as part of development applications, including remodels over 500 square feet; and
- ✓ LEED Silver certification for all new or renovated municipal buildings over 5,000 square feet.

Campbell promotes its Green Building Program on the homepage of the City’s website, and provides an on-line version of its required Green Building Checklist. Furthermore, staff works closely with applicants early in the process to explain the City’s Green Building goals and the long-term financial and environmental benefits of integrating sustainable features in project design. The City will strengthen its green building codes in accordance with the State’s CalGreen building code.

*Implementation Objective:* Implement the State’s CalGreen building codes to promote climate protection strategies. Promote green building and energy conservation on City website and through brochures.

**Policy H-1.3: Energy Efficiency:** Energy costs can reduce the affordability of housing for lower income households. The City will continue to promote programs and opportunities for improved energy efficiency and weatherization. To address energy conservation in existing buildings, Campbell’s website promotes Pacific Gas and Electric utility assistance programs. These programs primarily serve extremely low and very low income households.

Program H-1.3a: *Promote Energy Efficiency:* Promote programs and activities that reduce residential energy usage in existing buildings. Campbell’s website will promotes Pacific Gas and Electric utility assistance programs, programs offered through non-profit agencies and other related programs.

*Implementation Objective:* The City website will promote PG&E utility assistance programs, programs offered through non-profit agencies and other related programs. Information will also be provided at the Community Development Department public counter, library, and Community Center will also be provided.

**Goal H-2:     *Improve housing affordability for both renters and homeowners in Campbell.***

**Policy H-2.1:   *Preservation of Affordable Housing:*** Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.

Program H-2.1a:   *Preservation of Assisted Housing:* As of 2014, the City has a total of 747 rent-restricted units in twelve developments in its jurisdiction. While none of these units is considered at high risk of conversion to market rate rents, two projects totaling 190 units are technically considered at-risk due to the need for continued renewals by the federal government of project-based Section 8 contracts. The City will take the following actions to facilitate long-term preservation of these units:

- ✓ Monitor the at-risk units by continuing to maintain close contact with property owners regarding their long-term plans for their properties.
- ✓ Participate in the preservation of at-risk units by providing financial and/or technical assistance (as may be available) to existing property owners and/or other organizations interested in purchasing and maintaining the properties should the owners be interested in selling.
- ✓ Conduct tenant education by:
  - Notifying tenants at least one year prior to potential conversion to market-rate housing.
  - Providing information regarding tenant rights and conversion procedures should an owner decide to convert his property to non-low-income use.
  - Offering tenants information regarding Section 8 rental subsidies and other available assistance through City and County agencies as well as non-profit organizations.

*Implementation Objective:* The City will maintain contact with the owners of the at-risk properties, and provide financial (if available) or other assistance as necessary to maintain the affordability of these at risk units.

Program H-2.1b:   *Preservation of Mobile Home Park Units:* Continue to enforce the City's Rental Increase Dispute Resolution program for mobile home park units to maintain the availability and affordability of mobile home units in Campbell. The City recently entered into an agreement with the Timber Cove Mobile Home Park to maintain unit affordability.

*Implementation Objective:* Continue to implement the provisions of the ordinance to maintain the affordability of these units.



Program H-2.1c: Monitor Lower Income Household Displacement: As regional housing costs increase, lower income households may be forced to relocate (i.e. to be displaced) to find affordable housing. This can be caused either by landlords and investors seeking tenants that are able to pay higher rents or through the replacement of more affordable housing units with newer or more expensive market rate housing. The City will monitor issues associated with rising rental costs to try to maintain the availability and housing affordable to lower income households.

Implementation Objective: The City will monitor housing affordability in the community on an ongoing basis, will consider the impacts of new housing development on the existing supply of affordable housing throughout the development review process, and will consider possible strategies to address local displacement issues as they are identified.

**Policy H-2.2: Rental Assistance:** Support the provision of rental assistance to lower-income households.

Program H-2.2a: Section 8 Rental Assistance: The Section 8 Rental Assistance Program extends rental subsidies to very low-income households, including families, seniors, and the disabled. The Section 8 Program offers a voucher that pays the difference between the current fair market rent (FMR) and what a tenant can afford to pay (i.e., 30% of household income). The voucher allows a tenant to choose housing that cost above the payment standard, provided the tenant pays the extra cost. Approximately 300 Campbell residents currently receive Section 8 assistance. Given the significant gap between market rents and what very low income households can afford to pay for housing, Section 8 plays a critical role in allowing such households to remain in the community, and is a key program in addressing the needs of extremely low and very low income households.

Implementation Objective: Through the County Housing Authority, the City will continue to provide Section 8 rental assistance to extremely low to very low-income residents. The City will encourage landlords to register units with the Housing Authority.

**Policy H-2.3: Homeownership Opportunities:** Support the provision of homeownership assistance to lower- and moderate-income households.

Program H-2.3a: Mortgage Credit Certificate: The Mortgage Credit Certificate (MCC) program is a federal program that allows qualified first-time homebuyers to take an annual credit against federal income taxes of up to 15 percent of the annual interest paid on the applicant's mortgage. This enables homebuyers to have more income available to qualify for a mortgage loan and make the monthly mortgage payments. The

value of the MCC must be taken into consideration by the mortgage lender in underwriting the loan and may be used to adjust the borrower's federal income tax withholding. The MCC program has covenant restrictions to ensure the affordability of the participating homes for a period of 15 years. Eligible first time homebuyers may apply through their mortgage lenders to participate in this program.

Implementation Objective: The City will continue to provide information and promote the County MCC program. The City will also continue to make available brochures of housing programs available and provide information about the program on the City's web site.

Program H-2.3b: Foreclosure Prevention: While home foreclosures are not as prevalent in Campbell as in many other areas of the County, many residents are at-risk of defaulting on their mortgages and potentially losing their homes. Several area agencies provide foreclosure intervention counseling services, including Neighborhood Housing Services Silicon Valley, Project Sentinel, and/or Acorn Housing. The City will play an active role in promoting the services of these and other agencies to provide residents with the education and resources to help reduce foreclosures.

Implementation Objective: Promote available foreclosure counseling services through the City website and quarterly newsletters.

**Policy H-2.4:** Special Needs Housing: Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of becoming homeless.

Program H-2.4a: Shared Housing Program: The City will continue to encourage and support the provision of shared housing opportunities in Campbell. Under a shared housing program, a home provider, a person who has a home to share, is matched with a home seeker, a person in search of a home to share.

Implementation Objective: Continue to provide (if available) assistance for shared housing services to single-parent households, and extremely low, very low and low income populations (if available).

Program H-2.4b: Homeless Assistance/Shelter Provisions: The City will continue to support area non-profit agencies that serve the homeless and those at risk of becoming homeless. These agencies offer emergency shelters, transitional housing facilities, housing assistance, food, clothing, and job referrals to persons in need.

Implementation Objective: The City will continue to provide support to area homeless shelter and service providers to serve extremely low and very low income populations (as resources are available).

Program H-2.4c: Physically Accessible Housing: Development of new housing can provide an opportunity to increase the limited supply of handicapped-accessible housing in Campbell. As part of new residential development projects, the City will work with developers to integrate physically accessible units in new developments.

Implementation Objective: The City will work with developers to increase the number of fully accessible housing units compliant with American with Disabilities Act (ADA) standards.

Program H-2.4d: Persons with Disabilities. Coordinate with other agencies and organizations, such as San Andreas Regional Center (SARC), Housing Choices Coalition, and Bay Area Housing Coalition, in meeting the needs of persons with disabilities.

Implementation Objective: (1) Work with San Andreas Regional Center to increase the availability of information on programs to assistance persons with disabilities. (2) Continue to provide support to area homeless shelters and service providers to serve extremely low and very low income populations (as resources are available). (3) Explore opportunities to assist in the provision of supportive housing opportunities for persons with disabilities.

**Goal H-3:** *Encourage the provision of housing affordable to a variety of household income levels.*

**Policy H-3.1:** **Inclusionary Housing:** Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives. Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities (when funding is available). Create additional levels of affordability within the Inclusionary Housing Ordinance in a way that does not create a governmental constraint to housing production.

Program H-3.1a: Inclusionary Housing Ordinance Implementation: Continue to implement the City-wide Inclusionary Housing Ordinance to require 15 percent affordable units within for-sale new residential projects of ten or more units. For-sale housing is currently required to provide 15 percent moderate units. Although the City's Inclusionary Housing Ordinance requires rental housing to provide 15 percent very low and low income units, with at least six percent very low income and nine percent of low/moderate income, the City's ability to enforce this

requirement has been overruled by 2009 Palmer vs. City of Los Angeles court case.

Implementation Objective: Continue to implement inclusionary housing requirements for all new projects as required by City Ordinance.

Program H-3.1b: Citywide Inclusionary Housing Ordinance Amendments: The City will also consider revisions to the Inclusionary Housing Ordinance to allow for case-by-case determination on the appropriate percentage of low and moderate income units within the 15 percent total requirement for for-sale unit projects. The goal is to consider providing for greater affordability levels in addition to the Moderate income units currently required.

Implementation Objective: Evaluate the appropriateness of amending the Inclusionary Housing Ordinance to provide more flexibility for targeting lower affordability levels and to ensure that the Inclusionary Housing Ordinance and the City's Density Bonus provisions are integrated in a manner consistent with State Law and recent court decisions. If updating the Ordinance is appropriate, complete the update within two years of the adoption of the Housing Element.

**Goal H-4:** ***Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.***

**Policy H-4.1: Residential Sites:** Assist developers in identifying sites suitable for residential and mixed-use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.

Program H-4.1a: Housing Opportunity Site Inventory: As part of the update to the Housing Element, a parcel-specific analysis of vacant and underutilized sites was conducted to identify Opportunity Sites for development within the planning period. The Opportunity Sites analysis identifies five areas that have adequate capacity to address Campbell's 2015-2023 housing production goals. In order to specifically encourage and facilitate development on these Opportunity Sites, the City will undertake the following actions:

- ✓ Contact property owners within the Opportunity Site Areas (during the Housing Element update process) to discuss the City's desire to develop housing in these areas and the availability of financial and regulatory development incentives.
- ✓ Allow for reductions in parking for properties within 1/4 mile of light rail.

- ✓ Post the Housing Element sites inventory on the City’s website as a tool for developers, and provide as a handout at the public counter.
- ✓ Summarize the Planned Development (P-D) development standards, derived from applicable Area Plans and zoning districts, in the sites inventory to provide greater clarity to developers.
- ✓ Update on an annual basis in conjunction with the General Plan progress report.
- ✓ Provide technical assistance to property owners and developers, including assessor parcel data and information on density and design incentives.
- ✓ Assist developers in completing funding applications in support of development, and as appropriate, provide local funds and/or land as leverage if available.

Implementation Objective: Maintain an active listing of residential and mixed-use Opportunity Sites, and update annually. Where appropriate, provide regulatory concessions and financial assistance to encourage new housing development (when funding is available).

**Policy H-4.2: Mixed-Use Development:** Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.

Program H-4.2a: Mixed-Use Development: The inclusion of residential uses in new mixed-use developments will be encouraged through the use of incentives such as reduced parking requirements, including shared parking between commercial and residential uses. Adding residential development along some of the City’s commercial corridors will create activity along the street, provide a variety of housing types near work, shopping and transportation, and enhance public safety.

The City will ensure that residential development is included in the mixed-use projects on opportunity sites in order to address RHNA goals. Mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. While maximum Floor Area Ratios (FARs) are contained in specific land use policies within each Master, Area or Specific Plan, residential units are not counted against the allowable FAR. Similarly, the commercial portion of the project does not count against the density of the residential portion. A reduction in the required open space for the residential component may be granted where site characteristics preclude fulfillment of the entire open space requirement. In this way, sites that are currently being occupied by

commercial uses may be redeveloped with residential and commercial uses, improving the financial feasibility of projects.

Implementation Objective: The City will continue to allow and promote residential uses in conjunction with commercial and/or office uses in mixed use developments. The City may provide financial, technical, and/or other assistance to facilitate mixed-use development along commercial corridors and around transit stations (when funding is available).

**Policy H-4.3: Planned For Densities:** To encourage the efficient and sustainable use of land, the City encourages residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Master Plan, East Campbell Avenue Master Plan, and all opportunity site areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.

Program H-4.3a: Achieve Target Densities. The City will work closely with property owners and developers to inform them of this policy and its purpose to encourage infill development, create pedestrian oriented areas, reduce vehicle miles travelled and improve air quality. Unique site circumstances relating to interface with adjoining residential properties will require a degree of flexibility as to the application of this policy to limit potential environmental impacts resulting from projects.

Implementation Objective: Inform developers of policy to strive to achieve at least 75% of General Plan density within specified areas. Review development proposals for residential and mixed-use projects to strive to achieve “planned-for” densities within the specified areas of this policy.

**Goal H-5: *Minimize the impact of potential governmental constraints on the maintenance, improvement and development of housing.***

**Policy H-5.1: Institutional Capacity:** Investigate options and opportunities for Campbell to restore the housing program staff resources to oversee the implementation of non-development-related the programs and activities. Some of the possible options to restore staff resources could include hiring additional City staff and/or partnering with other jurisdictions or non-profit organizations.

Program H-5.1a: Housing Program Staffing: Evaluate the feasibility of re-establishing a local housing program. The evaluation may include an evaluation of funding sources and partnership opportunities.

Implementation Objective: Initiate this evaluation within 24 months of the adoption of the Housing Element. Complete the evaluation process with 12 months of initiation.

Program H-5.1b: Affordable Housing Partnerships: Look for opportunities to partner with Santa Clara County, other cities, non-profit organizations, and for profit housing providers to preserve, rehabilitate, and construct affordable housing units in and around Campbell. For example, the City Council recently committed \$250,000 as matching funds to a future affordable project with the Santa Clara County.

*Implementation Objective*: At least every two years, the City will continue to explore and evaluate opportunities to partner with non-profit organizations to rehabilitate, preserve or create affordable housing. The City will also monitor and evaluate opportunities to apply for affordable housing grants in conjunction with its non-profit partners.

**Policy H-5.2: Regulatory Incentives**: Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Program H-5.2a: Density Bonus: In compliance with current State law, the City offers density bonuses and regulatory incentives/concessions to developers of affordable and/or senior housing in all residential zones. Applicants of residential projects of five or more units may apply for a density bonus and additional incentive(s) if the project provides for one of the following:

- ✓ 10 percent of the total units for lower income households; or
- ✓ 5 percent of the total units for very low income households; or
- ✓ A senior citizen housing development or mobilehome park that limits residency based on age requirements for housing for older persons; or
- ✓ 10 percent of the total dwelling units in a condominium for moderate income households.

As per State Law, the amount of density bonus varies according to the amount by which the percentage of affordable housing units exceeds the established minimum percentage, but generally ranges from 20 to 35 percent above the specified General Plan density.

In addition to the density bonus, eligible projects may receive one to three additional development incentives, depending on the proportion of affordable units and level of income targeted. The following development incentives may also be requested:

- ✓ A reduction in site development standards (e.g., setback and square footage requirements, and/or parking requirements) or architectural design requirements. At the request of the

developer, the City will permit a parking ratio (inclusive of handicapped and guest parking) of one space for 0-1 bedroom units, two spaces for 2-3 bedroom units, and 2½ spaces for four or more bedrooms.

- ✓ Approval of mixed-use zoning in conjunction with the housing project if nonresidential land uses would reduce the cost of individual units in the housing project, and the nonresidential land uses would be compatible with the housing project and adjoining development.
- ✓ Other regulatory incentives or concessions proposed by the permit applicant or the City that would result in identifiable cost reductions.

In addition, the City has approved the following set of concessions:

- ✓ Expedited processing pursuant to a mutually agreed upon schedule; and,
- ✓ Deferral of the collection of impact fees on market rate units until issuance of a certificate of occupancy.

*Implementation Objective:* The City will continue to offer density bonus and/or regulatory incentives/concessions to facilitate the development of affordable and/or senior housing. The City will advertise its density bonus provisions on its website, explain how density bonuses work in tandem with inclusionary requirements, and promote in discussions with prospective development applicants.

Program H-5.2b: *Parking Standard Modifications:* In addition to parking reductions available to affordable and senior housing projects under the City's density bonus ordinance, Campbell's Planning Commission has the authority to determine that certain circumstances warrant an adjustment to a project's parking requirements. Such circumstances include, but are not limited to, the proximity of a project to light rail stations, transit corridors, or major employment centers. The Commission may also allow for shared parking for mixed-use projects.

*Implementation Objective:* The City will continue to offer modified parking standards, on a case-by-case basis, as a way to facilitate development of projects with reduced parking demands.

**Policy H-5.3: Secondary Dwelling Units:** Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods.

Program H-5.3a: *Secondary Dwelling Units:* A secondary dwelling unit is a separate dwelling unit that provides complete, independent living facilities for one or more persons. It includes permanent provisions for living,



sleeping, cooking, eating, and sanitation on the same parcel as the primary unit is situated. Given the limited developable land remaining in Campbell, integrating secondary dwelling units in existing residential neighborhoods presents an opportunity for the City to accommodate needed rental housing. The development of secondary dwelling units is effective in dispersing affordable housing throughout the City and can provide housing to lower-income persons, including seniors and college students. Approximately 1,000 single-family parcels in Campbell are of sufficient size to add a secondary dwelling unit.

*Implementation Objective:* The City will facilitate the construction of new secondary dwelling units by making information available to the public.

Policy H-5.4: **Ordinance Updates:** Update the Municipal Code as needed to comply with changes to State Law and local conditions relating the housing production and affordability.

Program H-5.4a: Periodic Ordinance Amendments: Update the Municipal Code as needed to comply with changes to State Law and local conditions/needs.

*Implementation Objective:* Initiate and complete the amendment process to comply with the new requirements within 12 months of being notified of the requirement.

### Promotion of Equal Housing Opportunity

**Goal H-6:** *Promote equal opportunity for all residents to reside in the housing of their choice.*

**Policy H-6.1: Fair Housing:** Support the provision of fair housing services.

Program H-6.1a: Fair Housing Program: The City will continue to support programs that provide fair housing information and referral to Campbell residents. Project Sentinel, a non-profit organization, offers fair housing investigative and enforcement services in northern California, including Santa Clara County. The organization also conducts educational seminars for owners and managers of rental property, as well as free workshops for tenants to address rights and responsibilities. Project Sentinel receives funding from local cities and counties as well as the federal Department of Housing and Urban Development (HUD). The City of Campbell will continue to allocate a portion of its Business License Fees to support Project Sentinel and promote the services of the organization.

*Implementation Objective:* The City will coordinate with Project Sentinel to conduct training for Campbell rental property owners and managers to provide information on standard lease agreements, and

tools to address problem tenants within the parameters of fair housing law. The City will provide fair housing information through its website and through the Profile, a quarterly newsletter that goes out to all Campbell households. In addition, fair housing posters will be posted at City Hall, the community center, and the library.

**Policy H-6.2: Rights of Tenants and Landlords:** Assist in educating tenants and landlords, and settling disputes between the two parties.

Program H-6.2a: Rental Dispute Mediation Program: The purpose of the Rental Increase Dispute Resolution Ordinance is to permit landlords a fair and reasonable return on the value of their property while protecting tenants from excessive and unreasonable rent increases. The ordinance establishes a process for the resolution of tenant/landlord disputes concerning rent, housing services or proposed evictions. Under the ordinance, landlords must provide a 60-day written notice of the amount of a rent increase to tenants if the rent increase is 10 percent or higher.

Under the Rent Mediation Program, Campbell renters and rental property owners of four or more units participate in counseling, conciliation, and mediation regarding their rights and responsibilities under California tenant/landlord law. Participation in the program is mandatory, but the outcome is advisory.

Implementation Objective: The City will continue to enforce the Rental Increase Dispute Resolution Ordinance and offer a Rent Mediation Program. The City will continue to make program brochures available at the public counter and other public locations. The City will also continue to mail out to new rental property owners a packet of information regarding the City's Rent Mediation Program as well as contact information for tenant/landlord and fair housing services.

**Policy H-6.3: Housing Accessibility:** Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.

Program H-6.3a: Reasonable Accommodation: The City will monitor its reasonable accommodation procedure for its effectiveness and potential impacts on housing for persons with disabilities. For example, the City will evaluate factors used to determine a reasonable accommodation request such as: the potential benefit of the requested modification, and impact on surrounding uses listed in the City's zoning code to ensure they do not act as a constraint. The review will be conducted as part of the City's Housing Element Annual Report submitted to the State and will evaluate criteria such as:

- ✓ Number of requests approved
- ✓ Revisions to initial applications
- ✓ Number of requests declined
- ✓ Reasons for declining request

The City will evaluate potential revisions to its reasonable accommodation procedure as appropriate based on this annual evaluation.

**Implementation Objective:** (1) The City will provide annual monitoring to ensure the reasonable accommodation procedure does not act as a constraint on housing for persons with disabilities. The responsible agency for this program shall be the Community Development Department which will also mitigate identified constraints. This monitoring program shall submit its findings annually as part of the Housing Element Annual Report submitted to the State. (2) Within two years, the City will specifically evaluate the procedure's findings of approval and modify the Ordinance as appropriate to ensure its compliance with the requirements of State Law.

## ***Extremely Low Income Households***

Housing Element statutes also require an analysis of the needs of extremely low income (<30% AMI) households, and programs to assist in the creation of housing for this population. The Campbell Housing Element sets forth several programs that help to address the needs of Extremely Low Income households, including: Housing Rehabilitation Loan Program (Program H-1.1a); Preservation of Assisted Housing (Program H-2.1a); Section 8 Rental Assistance (Program H-2.2a); Shared Housing (Program H-2.5a); Homeless Assistance/Shelter Provisions (Program H-2.5b); and Reasonable Accommodation provisions (Program H-6.3a).

## ***Implementation Program***

A summary implementation program is provided below. Table H-9 specifies the actions, objectives, funding sources, and agency responsible for implementation for each program.

**Table H-9: Housing Implementation Programs Summary**

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
<b>Goal 1 Housing and Neighborhood Conservation</b>					
H-1.1a Housing Rehabilitation Loan Program	Facilitate home rehabilitation	The City will continue to inform residents about the County's Housing Rehabilitation Loan Program.	General Fund	Community Development	2015 to 2023

**Table H-9: Housing Implementation Programs Summary**

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-1.1b Code Enforcement	Ensure ongoing maintenance of housing stock	The City will continue to administer the Code Enforcement Program. The Code Enforcement Officer will identify housing units (including ownership and rental units in single- and multi-family buildings) that could qualify for rehabilitation assistance.	General Fund, CDBG	Community Development	2015 to 2023
H-1.2a Green Buildings	Promote energy conservation and sustainable design	Implement the State's CalGreen building codes to promote climate protection strategies. Promote green building and energy conservation on City website and through brochures.	General Fund	Community Development	2015 to 2023
H-1.3a Promote Energy Efficiency	Reduce energy usage in existing buildings	The City website will promote PG&E utility assistance programs, programs offered through non-profit agencies and other related programs. Information will also be provided at City facilities.	General Fund	Community Development	2015 to 2023
<b>Goal 2 Housing Affordability</b>					
H-2.1a Preservation of Assisted Housing	Preserve assisted housing stock	Monitor at-risk units. The City will maintain contact with the owners of the at-risk properties, and provide financial (if available) or other assistance as necessary to maintain the affordability of these at risk units.	General Fund	Community Development	Contact the owners of at-risk properties on an annual basis
H-2.1b Preservation of Mobile Home Park Units	Preserve mobile home park dwelling units	Continue to implement the provisions of the ordinance to maintain the affordability of these units.	General Fund	Community Development	2015-2023
H-2.1c Lower Income Household Displacement:	Monitor Lower Income Household Displacement:	Monitor housing affordability in the community on an ongoing basis, and consider possible strategies to address local displacement issues.	General Fund	Community Development	2015-2023
H-2.2a Section 8 Rental Assistance	Assist extremely low and very low-income households with rental payments	Through the County Housing Authority, the City will continue to provide Section 8 rental assistance to extremely low to very low-income residents. The City will encourage landlords to register units with the Housing Authority.	HUD Section 8	Community Development; County Housing Authority	Prepare and disseminate property owner information.
H-2.3a Mortgage Credit Certificate	Expand home-ownership opportunities	Continue to provide information and promote the MCC program. The City will also continue to make available brochures of housing programs available and provide information about the program on the City's website.	General Fund	Community Development	2015 to 2023

**Table H-9: Housing Implementation Programs Summary**

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-2.3b Foreclosure Prevention	Prevent home foreclosures	Promote available foreclosure counseling services through the City website and quarterly newsletters.	Business License Fees	Community Development	2015 to 2023
H-2.4a Shared Housing Program	Support the provision of shared housing opportunities	Continue to provide assistance for shared housing services to single-parent households, and extremely low, very low and low income populations (if available).	General Fund	Community Development	Contact cities and service agencies in 2015
H-2.4b Homeless Assistance/ Shelter Provisions	Coordinate efforts with Silicon Valley jurisdictions and service providers to assist the homeless	Continue to provide support to area homeless shelters and service providers to serve extremely low and very low income populations (as resources are available).	General Fund	Community Development; EHC; InnVision	2015 to 2023
H-2.4c Physically Accessible Housing	Work with developers to integrate physically accessible units into new development	The City will work with developers to increase the number of fully available accessible housing units compliant with American with Disabilities Act (ADA) standards.	General Fund	Community Development	2015 to 2023
H-2.4d Persons with Disabilities	Coordinate with other agencies and organizations, such as San Andreas Regional Center, Housing Choices Coalition, and Bay Area Housing Coalition, in meeting the needs of persons with disabilities	Work with SARC to make information available on the programs and assistance for persons with disabilities to the public through the City Website. Explore opportunities to assist in the provision of supportive housing opportunities for persons with disabilities	General Fund	Community Development	2015 to 2023
<b>Goal 3 Housing Production</b>					
H-3.1a Inclusionary Housing Ordinance Implementation	Increase affordable housing within market-rate developments	Continue to implement inclusionary housing ordinance requirements for all new projects as required by City Ordinance.	General Fund	Community Development	2015-20237
H-3.1b Citywide Inclusionary Housing Ordinance Amendments	Consider revisions to the Inclusionary Housing Ordinance to allow for case-by-case determination on the appropriate percentage of low and moderate income units	Evaluate the appropriateness of amending the Ordinance to provide more flexibility and to ensure that the Inclusionary Housing Ordinance and the City's Density Bonus provisions are integrated in a manner consistent with State Law and recent court decisions.	General Fund	Community Development	Code revisions to Planning Commission and City Council in 2016.
<b>Goal 4 Provision of Adequate Housing Sites</b>					
H-4.1a Housing Opportunity Site Inventory	Provide adequate sites to meet City's share of regional housing needs	Maintain active listing of Opportunity Sites; contact property owners; promote sites on website and update annually.	General Fund	Community Development	Update sites inventory as needed.

**Table H-9: Housing Implementation Programs Summary**

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-4.2a Mixed-Use Development	Encourage mixed -use projects by including residences in mixed-use projects	Continue to allow and promote residential uses in conjunction with commercial and/or office uses in mixed use developments.	General Fund	Community Development	2015 to 2023
H-4.3a Achieve Target Densities	Promote compact development by encouraging properties to develop to General Plan densities	Inform developers of policy to strive to achieve at least 75% of General Plan density within specified areas. Review development proposals for residential and mixed-use projects to strive to achieve “planned-for” densities.	General Fund	Community Development	2015 to 2023
<b>Goal 5 Removal of Governmental Constraints</b>					
H-5.1a Housing Program Staffing	Evaluate the feasibility of re-establishing a local housing program	Initiate this evaluation within 24 months. Complete evaluation process within 12 months.	General Fund	Community Development	2015 to 2017
H-5.1b Affordable Housing Partnerships	Look for opportunities to partner with other organizations to share limited funds to further affordable housing opportunities	Explore and evaluate opportunities to partner with non- profit organizations to rehabilitate, preserve, or create affordable housing. Monitor opportunities to apply for affordable housing grants.	General Fund, Housing Trust Fund	Community Development	At least every two years
H-5.2a Density Bonus	Provide density bonuses and other incentives to facilitate affordable housing development	Continue to offer density bonus and/or regulatory incentives/ concessions to facilitate the development of affordable and/or senior housing. Advertise density bonus provisions on the City website.	General Fund	Community Development	2015 to 2023
H-5.2b Parking Standard Modifications	Provide parking modifications to facilitate mixed-use and affordable housing development	Continue to offer modified parking standards, on a case-by-case basis, as a way to facilitate development of projects.	General Fund	Community Development	2015 to 2023
H-5.3a Secondary Dwelling Units	Facilitate development of secondary dwelling units	The City will facilitate the construction of new secondary dwelling units by making information available to the public.	General Fund	Community Development	2015 to 2023
H-5.4a Periodic Ordinance Amendments	Update the Municipal Code as needed to comply with changes to State Law and local conditions and needs	Initiate and complete the amendment process to comply with the new requirements within 12 months of being notified of the requirement.	General Fund	Community Development	2015 to 2023

**Table H-9: Housing Implementation Programs Summary**

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
<b>Goal 6 Promotion of Equal Housing Opportunity</b>					
H-6.1a Fair Housing Program	Further fair housing practices in Campbell	Advertise through City website and newsletter, and through Recreational pamphlet. Coordinate with Project Sentinel to conduct property manager training.	County, Business License Fees	Community Development; Project Sentinel	2015 to 2023
H-6.2a Rental Dispute Mediation Program	Assist in settling disputes/issues between tenants and landlords	The City will continue to enforce the Rental Increase Dispute Resolution Ordinance and offer a Rent Mediation Program. The City will continue to make program brochures available at the public counter and other public locations and mail to new rental property owners a packet of information regarding the City's Rent Mediation Program.	General Fund	Community Development; Project Sentinel	2015 to 2023
H-6.3a Reasonable Accommodation	Facilitate the provision of housing for the disabled population	Provide annual monitoring to ensure that the reasonable accommodation procedure does not act as a constraint on housing for persons with disabilities.  Evaluate the existing ordinance to ensure its compliance with the requirements of State Law.	General Fund	Community Development	Submit Housing Element Annual Report each year to the State  Conduct the evaluation in 2016. If needed, start amendment process by 2017.

**Table H-10: Summary of Quantified Objectives 2015-2023**

Income Level	New Construction Goal <sup>1</sup>	Rehabilitation Goal <sup>2</sup>	Conservation Goal <sup>3</sup>
Extremely Low	127	50	390
Very Low	126		
Low	138		
Moderate	151	-	-
Above Moderate	391	-	-
<b>Totals</b>	<b>933</b>	<b>50</b>	<b>390</b>
<sup>1.</sup> Reflects RHNA. <sup>2.</sup> Programs relating to rehabilitation are operated by Santa Clara County. <sup>3.</sup> Reflects Section 8 at-risk units.			

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**CITY OF CAMPBELL**

# **2015 – 2023 HOUSING ELEMENT**

## **TECHNICAL APPENDICES REPORT**

**PREPARED BY:**

**METROPOLITAN PLANNING GROUP  
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## **INTRODUCTION**

This Housing Element Technical Appendices Report provides the detailed background information used in developing the Element's policies and programs for the 2015-2023 planning period. Providing the technical information in a separate report allows the City of Campbell to focus the Housing Element on housing strategies and solutions. The Technical Appendices Report consists of the following sections:

- Housing Needs Assessment (Appendix A), which describes and analyzes Campbell's population, household, and housing characteristics and trends;
- Housing Constraints (Appendix B), which assesses potential market, governmental, and other constraints to the development and affordability of housing;
- Housing Accomplishments (Appendix C), which evaluates the City's progress in implementing the housing programs established in the 2009 - 2014 Housing Element; and,
- Analysis of Opportunity Sites (Appendix D), which assesses the ability of the City to provide adequate sites to meet the Regional Housing Needs Assessment.
- Public Outreach (Appendix E), which provides additional information on the public outreach activities.

The Technical Appendices Report were prepared using various sources of information. The majority of the data is from the 2000 and 2010 Census on population and housing, as well as American Community Surveys between 2006 and 2011, and compares it to the corresponding data from Santa Clara County. In addition to data provided by the U.S. Census Bureau, information from the following sources has also been incorporated (where appropriate) into this information:

- Association of Bay Area Governments (ABAG) Housing Element Data Profiles (January 2014) and ABAG's Regional Housing Needs Determination (July, 2013) provides demographic projections and information on future housing needs;
- Population and demographic data is updated by the State Department of Finance, and school enrollment data from State Department of Education;
- Housing market information, such as home sales, rents, and vacancies, is updated through newspaper and internet rent surveys and DataQuick sales transactions;
- Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system;
- Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.
- Major Employers are provided by the City of Campbell Finance Department;

- Comparative data for income levels of various groups is provided by the Comprehensive Housing Affordability Strategy, 2010;
- Information on Campbell's development standards are derived from the City's Zoning Ordinance;
- Property size and Assessors information provided by Santa Clara County Assessor's Office; and
- Information on Persons with Developmental Disabilities is provided by the California Department of Development Services and Department of Social Services.

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## APPENDIX A. HOUSING NEEDS ASSESSMENT

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix A, the Housing Needs Assessment is comprised of the following components: (1) Demographic Profile; (2) Household Profile; (3) Housing Stock Characteristics; and (4) Regional Housing Needs.

### 1. Demographic Profile

The type and amount of housing needed in a community are largely determined by population growth and various demographic variables. Factors such as age, race/ethnicity, occupation, and income level combine to influence the type of housing needed and the ability to afford housing. This section addresses population, age, race/ethnicity and employment of Campbell's residents.

#### A. Population Trends

Table A-1 displays population growth trends for the City of Campbell from 1990-2010, and compares this growth to neighboring jurisdictions and the entire County of Santa Clara. As indicated below, the recession between 2007 and 2009 dramatically slowed the rate of population increase for most of the depicted jurisdictions. As the economy has improved, the rates of population growth have also increased. Much of the increase in population growth for most of the established cities has been from the redevelopment of existing sites into higher density residential projects.

**Table A-1: Regional Population Growth Trends**

Jurisdiction	1990	2000	2010	Percent Change by Decade	
				1990- 2000	2000-2010
<b>Campbell</b>	<b>36,048</b>	<b>38,138</b>	<b>39,349</b>	<b>6%</b>	<b>3%</b>
Los Gatos	27,357	28,592	29,413	5%	3%
San Jose	782,248	894,943	945,942	14%	6%
Santa Clara	93,613	102,361	116,468	9%	14%
Saratoga	28,061	29,843	29,926	6%	<1%
Santa Clara County	1,497,577	1,682,585	1,781,642	12%	6%

*Sources: 1990, 2000, 2010 Census*

According to the State Department of Finance, local populations have continued to increase since the 2010 Decennial Census. All of the Cities described in Table A-1 have shown continuing population growth through 2013. In 2013, according to the State Department of Finance, the population for the City of Campbell had increased to 40,404. If the current rates of growth for these cities continued from 2010 through 2020, the percent change in their populations would have ranged between 9 and 14 percent.

According to the Association of Bay Area Governments (ABAG), the population for the City of Campbell is expected to continue to increase through 2040. The estimated population in 2020 is 41,900, increasing to 48,100 in 2040. ABAG expects to see rates of change between 6.5 and 7.5 percent for each decade through 2040.

## B. Age Characteristics

A community's housing needs are determined in part by the age characteristics of residents. Each age group has distinct lifestyles, family type and size, income levels, and housing preferences. As people move through each stage, their housing needs and preferences also change. As a result, evaluating the age characteristics of a community is important in addressing housing needs of residents.

Table A-2 below summarizes the age characteristics of Campbell residents between 1990 and 2010, and compares this with the County as a whole. For the most part, the population characteristics of the community have stayed fairly constant except for a decrease in the number of Young Adults and the corresponding increase in the number of Middle Age Adults. This appears to have occurred because of the aging in place by large numbers of Young Adults between 1990 and 2010. The Young Adult population (25 to 44) remains the largest segment (33%) of the City's population though the size of this group has steadily decreased since 1990. The next largest group is the Middle Age Adults (45-64) which comprised 28% of the population in 2010.

**Table A-2: Age Distribution-City of Campbell**

Age Groups	1990		2000		2010		Santa Clara County (2010)
	Persons	Percent	Persons	Percent	Persons	Percent	
Preschool (Ages 0-4)	2,584	7%	2,491	7%	2,584	7%	7%
School Age (5-17)	4,507	13%	5,728	15%	5,687	14%	17%
College Age (18-24)	3,799	11%	2,910	8%	2,982	8%	9%
Young Adults (25-44)	15,596	43%	15,346	40%	12,834	33%	31%
Middle Age Adults (45-64)	6,194	17%	7,960	21%	10,868	28%	25%
Senior Adults (65+)	3,368	9%	3,703	10%	4,394	11%	11%
<b>TOTAL</b>	<b>36,048</b>	<b>100%</b>	<b>38,138</b>	<b>100%</b>	<b>39,349</b>	<b>100%</b>	<b>100%</b>
Median Age	32.5		35.2		38.3		36.2.0

Sources: 1990, 2000, 2010 Census.

Like many communities nationwide, Campbell's population is aging. The City's median age increased from 32.5 years in 1990 to 38.3 years in 2010. During this same time the countywide median age increased from 32.0 to 36.2. This appears to correspond with the gradual increase in the number of Senior Adults (65+). This aging in place trend is expected to continue into the near future. Many seniors are homeowners and typically live in single-family homes, but may begin to consider trading down their larger homes for smaller dwellings as their children leave home. To remain in their homes, some seniors may also participate in home sharing programs.

Several trends could become apparent over the coming decade. Senior citizens can be expected to continue to comprise a growing segment of Campbell's population as the City's middle age "baby boomers" (45 to 64) age in place. Eventually, this pattern of aging in place will result in the recycling of existing neighborhoods as Young Adults move back into the areas vacated by the Senior Adults and start new families. Given this trend, there is a continued need to expand housing opportunities for seniors.

## C. Race and Ethnicity

The Bay Area has been gradually changing in the racial and ethnic composition of its population. These changes have implications for housing needs to the extent that different groups may have different household characteristics, income levels, and cultural background that affect their need and preferences for housing.

Campbell, like many Bay Area communities, has also experienced gradual changes in the racial and ethnic composition of its population. The White group continues to comprise the largest race/ethnic group in Campbell at 58 percent, but this group's share of the population has decreased steadily over the past two decades, while the other race/ethnic groups grew noticeably both in size and proportion. This trend is reflected in both the Decennial Census and local school enrollments.

Among the major race/ethnic groups, the largest percentage increase in population between 1990 and 2010 was attributable to Asians (representing 78% of the population growth between 1990 and 2000) and Hispanics (representing 64% of the population growth between 2000 and 2010). As shown in Table A-3, the Asian/Pacific Islander share of the population increased from 9 percent in 1990 to 16 percent in 2010. The Hispanic share grew from 11 percent to 18 percent. The number of residents in the "Other Race" category grew dramatically in large part because unlike prior Census efforts, the 2000 and 2010 Censuses allowed respondents to identify themselves as members of more than one racial group.<sup>1</sup>

**Table A-3: Racial and Ethnic Composition—City of Campbell**

Race/Ethnicity Group	1990		2000		2010		Santa Clara County (2010)
	Persons	Percent	Persons	Percent	Persons	Percent	
White	28,029	78%	25,168	66%	22,866	58%	35%
Hispanic	3,839	11%	5,083	13%	7,247	18%	27%
Asian/Pacific Islander	3,281	9%	5,430	14%	6,362	16%	32%
Black	677	2%	932	2%	1,109	3%	2%
Other Race	222	1%	1,525	4%	1,765	4%	3%
<b>TOTAL</b>	<b>36,048</b>	<b>100%</b>	<b>38,138</b>	<b>100%</b>	<b>39,349</b>	<b>100%</b>	<b>100%</b>

Sources: 1990, 2000, 2010 Census

The student population in Campbell is diverse as well and reflects the demographic shift within the community. An examination of recent enrollment data for local schools in the Campbell Union Elementary that primarily serve the City of Campbell indicate that the traditional minority groups comprise the majority of the student population.<sup>2</sup> In academic year 2013/14, 54% of the student population are Hispanic, 25% White, 12% Asian and Pacific Islander, 4% Blacks or African American, and 5% were identified as an Other Race. This variation indicates that much of the older cohorts of the population are predominantly White while the younger cohorts of the population are more diverse and more representative of the current multi-ethnic California.

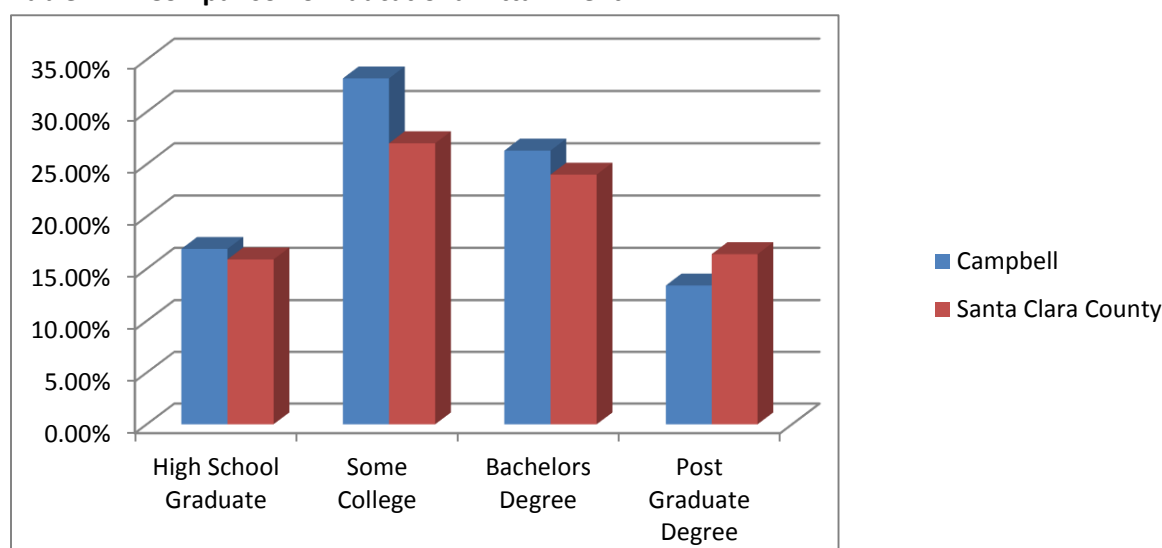
<sup>1</sup> For 2000, the "Other Race" category includes American Indians and Alaska Natives, and persons who identified themselves as "Some other race" and "Two or more races."

<sup>2</sup> Data was compiled from the Education Data Partnership website (<http://www.ed-data.k12.ca.us/>)

## D. Education

Education and employment also have an important impact upon housing needs to the extent that different jobs and income levels determine the type and size of housing a household can afford. According to the 2010 Census, the educational level of Campbell residents is generally higher than that of the County as a whole. For instance, the percentage of residents over age 25 without a high school diploma is 10 percent in the City, compared to 16 percent Countywide. Similarly, Campbell has a higher percentage of residents with some college education and with a Bachelors Degree, though a smaller percentage of Post Graduate Degree holders. The educational attainment of Campbell residents and residents countywide are displayed in the Figure A-4.

**Table A-4: Comparison of Educational Attainment**



## E. Employment Market

Table A-5 describes the types of occupations held by Campbell residents. As of 2010, three-quarters of residents were employed in either managerial/professional occupations (50%), or sales/technical/administrative occupations (26%). Relatively higher paying jobs are in both categories, except for certain sales positions, translating into higher incomes for the residents engaged in these activities. In contrast, there were noticeable declines in the number of residents engaged in the occupational categories of production/crafts/maintenance; and farming/ forestry/ fishing. The long term trend appears to be away from manufacturing and production and toward the professional and service sectors. Furthermore, the primary growth within the Sales, Technical and Administrative sectors has been in the technical and administrative areas.



**Table A-5: Civilian Employment Profile-City of Campbell**

Occupations of Residents	1990		2000		2010	
	Persons	Percent	Persons	Percent	Persons	Percent
Managerial / Professional	7,485	34%	10,951	50%	10,675	50%
Sales, Technical, Administrative	8,065	37%	5,417	25%	5,597	26%
Service Occupations	2,070	10%	2,243	10%	2,436	11%
Production/Crafts/Maintenance	2,408	11%	1,740	8%	1,300	6%
Operators, Fabricators, Labor	1,657	8%	1,400	6%	1,335	6%
Farming, Forestry, Fishing	131	1%	8	0%	83	<½%
<b>Total</b>	<b>21,816</b>	<b>100%</b>	<b>21,759</b>	<b>100%</b>	<b>21,426</b>	<b>100%</b>

Sources: 1990, 2000, 2010 Census.

The State Employment Development Department estimates that, as of November 2013, the labor force for the City of Campbell was 23,000. The unemployment rate for City residents was 5.3%, compared to a countywide unemployment rate of 6.2% and a statewide rate of 8.3%. Since the height of the recession in early 2009, the unemployment rates for the City, County, and State has fallen by 2.4%, 1.5%, and 0.8% respectively. The improved economy has the potential to improve many families access to affordable housing.

The economic base for the City of Campbell is founded on small to medium-sized businesses. The largest employers are shown in Table A-6. Of the twenty largest employers, eight are service businesses, five are retail oriented, and three are manufacturing or technology companies. The remaining businesses are a variety of medical, construction, or local governmental organizations. These 20 largest employers represent only less than 20% of all local jobs indicating that most local employers are primarily smaller sized businesses.

Future local job growth is anticipated to be somewhat limited. However the continued expansion of regional employment will likely result in increased demand for more affordable housing in Campbell.

**Table A-6: Top 20 Employers-City of Campbell**

Employer	Number of Employees
Barracuda Networks Inc	393
Safeway	274
Whole Foods	250
Fry's Electronics	229
Hunter Laboratories	200
Yousendit, Inc	200
Home Depot	189
Samma Technologies	182
Mohler, Nixon & Williams Accountancy	165
Moss Adams CPAs	161
City of Campbell	153
24/7 Customer Care	150
Senior Living Solutions	150
Kaiser Permanente Medical Group	145
Pacific Netsoft, Inc	138
Durham School Services	134
Chargepoint, Inc	120
On-Site.com	120
South Bay Senior Solutions	120
Kohl's	112

Source: City of Campbell, Finance Department, 2014.

According to the 2007 Economic Census (the most recent information available), there were approximately 20,652 jobs in Campbell in 1,452 workplaces. In 2007 the local economy was a combination of service/retail, professional, and manufacturing sectors. Since that time several of the larger manufacturing and information service businesses have either relocated or have gone out of business. As a result, the local economy is based primarily on the retail/service and professional sectors.

## F. Jobs and Housing

The Jobs:Housing Ratio (or Jobs:Housing Balance) is a method used to indicate whether a community is “balanced” from a housing and employment perspective. A community is considered balanced when there are approximately an equal number of housing units and jobs (though the Jobs:Housing Ratio does not consider the quality of the jobs in terms of the household incomes or affordability). In regional planning programs, balancing jobs and housing is generally believed to reduce the amount of long distance commuting, as well as achieving a number of other related goals such as reducing traffic congestion on major freeways and arterials, improving regional air quality, and enhancing a community’s economic base. Jobs and housing are considered to be balanced when there are an equal number of employed residents and jobs within a given area, with a ratio of approximately 1.0.

Table A-7 compares the Jobs:Housing ratio for Campbell and other selected local jurisdictions. The balance between jobs and housing is an important consideration in establishing housing production and affordability goals. Based on ABAG estimates for 2007, Campbell has a Jobs/Housing ratio of 1.3. This means that, within Campbell there are on average 1.3 jobs for each housing units. In comparison to many of the surrounding jurisdictions, Campbell is relatively balanced community with slightly more jobs than housing.

**Table A-7: Jobs to Employed Residents Ratio**

City	Jobs per Employed Residents Ratio
<b><i>Campbell</i></b>	<b><i>1.3</i></b>
Los Gatos	1.8
San Jose	0.8
Santa Clara	1.9
Saratoga	0.6
Santa Clara County	1.1

*Sources: ABAG Projections, 2013*

## 2. Household Characteristics

Household type and size, income levels, the presence of special needs populations, and other household characteristics determine the type of housing needed by residents. This section details the various household characteristics affecting housing needs.

### A. Household Type

According to the 2010 Census, Campbell is home to 16,163 households, of which 60 percent are families. Families are comprised of married couple families with or without children as well as other family types, such as female-headed households with children. Non-families, including singles and other households, make up the other 40 percent of households in Campbell. Other households include residents in group homes, roommates, and other unrelated persons occupying the same housing unit. As was the case in 1990, singles comprised roughly 30 percent of all households in the City. The household type trends are shown in Table A-8.

**Table A-8: Household Characteristics-City of Campbell**

Household Type	1990		2000		2010	
	Households	Percent	Households	Percent	Households	Percent
<b>Total Households</b>	<b>15,312</b>	<b>100%</b>	<b>15,920</b>	<b>100%</b>	<b>16,163</b>	<b>100%</b>
Families	8,849	58%	9,121	57%	9,686	60%
With Children	(3,857)	(44%)	(4,452)	(49%)	(4,832)	(50%)
Without Children	(4,992)	(56%)	(4,669)	(51%)	(4,881)	(50%)
Singles	4,438	29%	4,846	30%	4,805	30%
Other	2,025	13%	1,953	12%	1,672	10%
<b>Average Household Size</b>	<b>2.35</b>		<b>2.38</b>		<b>2.42</b>	

Sources: 1990, 2000, 2010 Census.

The composition of households in Campbell remained relatively unchanged between 1990 and 2010. There are, however, two noteworthy trends. These trends are the increase in the number of families with children and the increase in the average persons per household since 1990. These trends reflect the growth in the number of families with children as well as an increase in the number of households “doubling up” to save on housing costs during the recent economic downturn commonly referred to as The Great Recession (2007-2009).

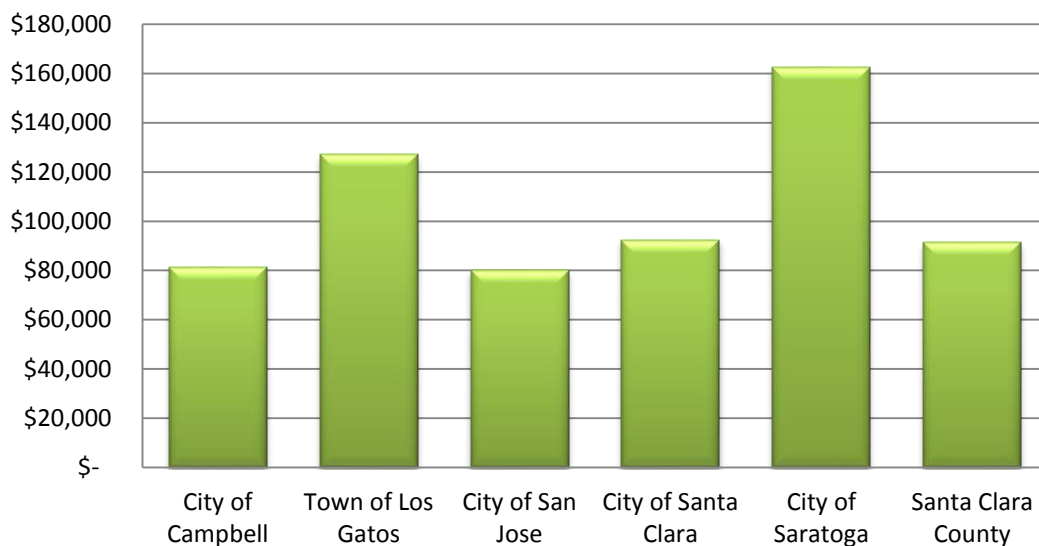
### B. Household Income

Household income is the most important factor affecting housing opportunity, determining a household’s ability to balance housing costs with other basic necessities of life. Income levels can vary considerably among households, based upon tenure, household type, location of residence, and/or race/ethnicity, among other factors.

### Median Household Income

Based on the 2012 American Community Survey, the median annual household income of Campbell households was \$81,108. As shown below, the median household income in Campbell was comparable to that in San Jose, and about 11% less than the median household income for Santa Clara County. The median household incomes for Campbell and several surrounding cities are shown in Figure A-9.

**Figure A-9: Median Household Income**



Source: 2012 American Community Survey

### Income Definitions

The State and Federal government classify household income into several groupings based upon the relationship to the County Adjusted Median Income (AMI), adjusted for household size. The State of California utilizes the income groups presented in Table A-10. However, federal housing programs utilize slightly different income groupings and definitions with the highest income category beginning about 95 percent of the County AMI. For purposes of the Housing Element, the State income definitions are used throughout, except for the data that have been compiled by the Federal Department of Housing and Urban Development (HUD). When the Federal criteria are used, this fact will be specifically noted.

**Table A-10: State Income Categories**

Income Category	% Countywide Adjusted Median Income
Extremely Low	0-30% AMI
Very Low	0-50% AMI
Low	51-80% AMI
Moderate	81-120% AMI
Above Moderate	120%+ AMI

Source: Section 5000093 of the California Health and Safety Code

### Households by Income Levels

According to information compiled for the Comprehensive Housing Affordability Strategy, 69% of the households in the City of Campbell are in the Moderate Income and Above Moderate Income categories. While the absolute number of these households has increased since 1990, the relative percentage of these higher income households has declined since 1990 (from 70.9% to 68.8%). The number of households by the four income categories is depicted in Table A-11.

**Table A-11: Household Income Levels-City of Campbell**

Income Level	1990		2000		2010	
	Households	Percent	Households	Percent	Households	Percent
Extremely Low Income (<30% AMI)	1,599	10%	1,636	10%	2,015	12%
Very Low Income (31-50% AMI)	1,513	10%	1,559	10%	1,680	10%
Low Income (51-80% AMI)	1,341	9%	1,629	10%	1,395	9%
Moderate Income and above (Greater than 80% AMI)	10,859	71%	11,089	70%	11,215	69%
<b>Total</b>	<b>15,312</b>	<b>100%</b>	<b>15,913</b>	<b>100%</b>	<b>16,305</b>	<b>100%</b>

Source: 2000, 2010 Comprehensive Housing Affordability Strategy, (<http://socds.huduser.org/chas/reports>).

This decrease in the Moderate Income and Above Moderate Income categories has been paired with a noticeable increase in the Extremely Low Income category. Between 1990 and 2010, the number of Extremely Low Income Households increase from 1,599 to 2,015. Of the nearly one thousand households added to City between 1990 and 2010, most of the growth occurred in either the Extremely Low or the Moderate Income and Above Moderate Income categories. This indicates that while much of the community is economically prosperous, there continues to be increased affordability issues for the Extremely Low Households.

### Income by Household Tenure

Table A-12 shows the income level of Campbell residents by household tenure. A significantly higher percentage of renter households (51%) were in the lower income categories (with household incomes less 80% of the AMI) compared to residents who owned their homes (20%). In contrast, the 41% of rental households and 19% of owner households were in the lower incomes categories in 2010. The presence of approximately 2,500 extremely low and very low income renter households is of particular significance as market rents in Campbell exceed the level of affordability for these households.

**Table A-12: Income by Owner / Renter Tenure in 2010-City of Campbell**

Income Levels	Renters		Owners		Combined Total
	Households	Percent	Households	Percent	
Extremely Low Income (<30% AMI)	1,495	19%	520	6%	12%
Very Low Income (31-50% AMI)	1,030	13%	650	8%	10%
Low Income (51-80% AMI)	910	19%	485	6%	9%
Moderate Income and above (>80% AMI)	4,365	56%	6,850	81%	69%
<b>Total</b>	<b>7,800</b>	<b>100%</b>	<b>8,505</b>	<b>100%</b>	<b>100%</b>
<b>Percent of Total Households</b>	<b>48%</b>		<b>52%</b>		

Source: Comprehensive Housing Affordability Strategy, 2010.

The Comprehensive Housing Affordability Strategy identifies four conditions that create severe housing problems. These four conditions are: incomplete kitchen facilities, incomplete plumbing facilities, more than one and a half persons per room, and cost burdens of greater than 50% of the household income. According to the 2010 Census, less than 2% of the units had incomplete kitchen or plumbing features. This means that the vast majority of the housing issues identified in the Comprehensive Housing Affordability Strategy are related to the cost burden of housing and the number of persons living in the unit (which can also be an indicator of a higher cost burden for housing).

As described in Table A-13, 43% of renter households and 38% of owner households spend more than 30% of their income on housing costs each week, while 19% of renter households and 16% of owner households spend more than 50% of their income on housing in 2010. The high incidence of lower income renter households is of particular significance as market rents in Campbell exceed the level of affordability for lower income households, discussed in greater detail in the Housing Affordability Section of this Needs Assessment.

**Table A-13: Housing Cost Burden by Tenure in 2010**

Housing Cost Burden (as a Percentage of Income)	Renter Households		Owner Households		Total Households	
	Households	Percent	Households	Percent	Households	Percent
Less than 30%	4,340	56%	5,270	62%	9,610	59%
30% to 50%	1,870	24%	1,875	22%	3,745	23%
Greater than 50%	1,510	19%	1,350	16%	2,860	18%
Not Available	85	1%	10	0%	95	<1%
<b>Total</b>	<b>7,805</b>		<b>8,505</b>		<b>16,310</b>	<b>100%</b>
Percent of Total Households	48%		52%			

Source: ABAG, 2013

## C. Special Needs Groups

Certain groups have greater difficulty in finding decent, affordable housing due to their special needs and/or circumstances. Special circumstances may be related to one's employment and income, disability, or household characteristics. As a result, certain segments of Campbell residents may be more likely to have lower-incomes, overpayment, over-crowding, or other housing problems. State Housing Element law identifies the following "special needs" groups: senior households, disabled persons, large families, female-headed households, families and persons in need of emergency shelter, and farm workers.

This section provides a detailed discussion of the housing needs of each particular group as well as the major programs and services available to address their housing and supportive services needs. Table A-14 summarizes the special needs populations in the City of Campbell.

**Table A-14: Special Needs Groups**

Special Needs Groups	Persons	Households	Percent*
Seniors (65+)	4,394		11%
With a disability	1,569		{36%}
Senior Households		2,824	17%
Renter		(1,055)	{37%}
Owner		(1,769)	{63%}
Seniors living alone		1,346	{47%}
Persons with Disability <sup>1</sup>	2,857		7%
Persons with Developmental Disabilities <sup>2</sup>	134		<1%
Large Households		1,283	8%
Renter		(602)	{47%}
Owner		(681)	{53%}
Female-headed Households		1,741	11%
With related children		(937)	{55%}
Farmworkers	83		<½%
Homeless <sup>3</sup>	91		<½%
<b>Total Persons / Household</b>	<b>39,349</b>	<b>16,163</b>	

Sources: 2010 Census (unless otherwise noted).

\* Numbers in { } reflect the % of the special needs group, and not the % of the City Population / Households. For example, of the City's large households, 47% are renters and 53% are owners

1. Disabled persons over the age of 5.

2. Persons over the age of 18 with developmental disabilities.

3. 2013 Santa Clara County Homeless Census and Survey.

### Senior Households

Senior households typically have special housing needs due to three primary concerns – income, housing and health care costs, and physical disabilities. Seniors are typically on fixed incomes, therefore an increase in rents can have a considerable impact on extremely low income senior renters. Senior homeowners with extremely low incomes also face significant needs related to maintaining their homes.

According to the 2010 Census, seniors (age 65 and older) comprise 11 percent of the City's households. Some of the special needs of seniors are as follows:

- **Disabilities:** Of Campbell's senior population, 36 percent (1,569 persons) have a work disability and/or self-care or mobility limitation.
- **Limited Income:** Many seniors have limited income available for healthcare and other expenses. Because of their retired status, 57 percent of Campbell's senior households earn extremely low to very low-incomes (<50% AMI). An increase of about 7 percent since 2000.

- **Overpayment:** About half of Campbell's senior households spend more than one-third of their incomes on housing costs. This problem is particularly acute among renting senior households where nearly 60 percent of these households are comprised of lower income.

About two-thirds of elderly households in Campbell are homeowners. Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Furthermore, the installation of grab bars and other assistance devices in the home may be needed. Also, nearly 47 percent of the City's senior households live alone. In the past there were programs to encourage home sharing and to extend the ability of seniors to remain in their homes. Unfortunately these programs are no longer provided due to funding cutbacks and limitations. Campbell is home to an estimated 1,055 senior renter households. Fifty-seven percent of Senior Households are in the Very Low and Low Income categories.

Through the Campbell Senior Center, which caters to seniors over the age of 50, the City also provides programs and services for seniors to facilitate social interaction and foster independence. Services include information and referrals, education classes, physical, leisure activities and social activities, transportation assistance and lunches. The Senior Center is a nutrition site under the Countywide Senior Nutrition Program, where congregate meals are made available to persons over the age of 60. There are two Meals on Wheels Programs serving residents in Campbell, one through the Council on Aging and the other through Health Trust Programs. These programs provide hot or ready meals for homebound seniors who have difficulty cooking or shopping for themselves. The Adult Center services also include providing a case manager who provides in-home, comprehensive social service assistance, to the City's isolated, low-income, at-risk elderly; employment/housing referrals and seasonal homeowners and renters' assistance.

### ***Persons with Disabilities***

A disability is defined as a long lasting condition that impairs an individual's mobility, ability to work, or ability to care for themselves. Persons with disabilities include those with physical, mental, or emotional issues that make it difficult to live without special assistance or attention. Persons with disabilities often have special housing needs because of their fixed income, the lack of accessible and affordable housing, and the higher living and health costs associated with their disability.

In 2011, a total of 2,857 persons with disabilities resided in Campbell, representing about eight percent of the City's population over the age of five. Of these persons with disabilities, approximately 38 percent of these residents are faced with mobility/self care limitations, 20 percent have physical limitations, and the remaining 42 percent have both sensory and mental disabilities. Of the City's senior population, over one-third has one or more types of disabilities.

The living arrangement of disabled persons depends on the severity of the disability. Many persons live at home in an independent fashion or with other family members. To maintain independent living, disabled persons may need assistance. This can include special housing design features for the disabled, income support for those who are unable to work, and in-home supportive services for persons with medical conditions among others. Accessible housing can also be provided via senior housing developments. Campbell has adopted Reasonable Accommodation procedures to facilitate zoning modifications for persons with disabilities.



The State of California Community Care Licensing Division identifies three adult residential facilities in Campbell that provide 24-hour non-medical care for adults ages 18-59 who are unable to provide for their own daily needs. The Silicon Valley Independent Living Center (SVILC) provides a variety of services to persons with disabilities in Santa Clara County. SVILC serves over 1,000 County residents annually. Services offered include: information and referral, vocational training and placement, residential training, legal and personal advocacy, peer and individual counseling, housing referrals, and personal assistance referrals and placement. To help its clients locate affordable, accessible housing, SVILC maintain a database of accessible and subsidized housing throughout Santa Clara County. Rental assistance through the County Housing Authority also helps disabled persons afford housing in Campbell. Transportation service for persons with disabilities is available through OUTREACH paratransit, a non-profit agency, operating as the ADA paratransit broker for the Valley Transportation Authority (VTA). OUTREACH is based on a reservation system with clients making reservations for trips one day to 14 days in advance. This service is provided with taxis or accessible vans.

### ***Persons with Developmental Disabilities***

A development disability is defined as a disabling condition that originated before an individual become 18 years old, and continues, or can be expected to continue, indefinitely, and constitutes a substantial disability for that individual. Developmental disabilities include mental retardation, cerebral palsy, epilepsy, and autism, as well as the disabling conditions found to be closely related to mental retardation (or that require treatment similar to individuals with mental retardation), but does not include other handicapping conditions that are solely physical in nature (though some developmentally disabled persons may also have physical disabilities).

According to the State Department of Developmental Services there are 134 developmentally disabled persons over the age of 17 in Postal Code 95008. Postal Code 95008 encompasses over 98% of the incorporated City and is representative of the City of Campbell as a whole. For all persons with developmental disabilities in Postal Code 95008, 71% live at home with a parent, family member or guardian, 13% live in community care facilities, while 10% live in an independent supported living facility. The remaining 6% have a variety of other less common living arrangements.

Many of the organizations that provide support to persons with disabilities also provide assistance to persons with developmental disabilities. According to the State Department of Social Services there are three Adult Residential Facilities for Persons with Special Care Needs in Postal Code 95008. These three facilities have a total capacity of 15 beds. The Zoning Ordinance allows in-home care facilities for less than 6 persons as a permitted use in all residential zones. In-home care facilities designed to accommodate up to 12 beds are allowed with a conditional use permit in all residential zones. Campbell has also adopted Reasonable Accommodation procedures that can also facilitate zoning modifications for the families and caretakers of persons with developmental disabilities.

### ***Large Households***

Large households are defined as having five or more members residing in the home. These households constitute a special needs group, because there is often a limited supply of adequately sized, affordable housing units in a community. In order to save for other basic necessities of food, clothing and medical care, it is common for lower-income large households to reside in smaller units, which frequently results in overcrowding. To accommodate larger households, units with three or more bedrooms are generally appropriate for large households. According to the 2010 Census, Campbell is home to 1,283 Large

Households, or about eight percent of all households. Fifty-three percent (681) of large households live in owner occupied units while 47 percent (602) of large households live in renter-occupied units.

Approximately 48 percent (7,811) of all housing units in Campbell have three or more bedrooms. While the total number of larger units appears to be adequate to accommodate large households, virtually all of the available units require at least Above Moderate Incomes to afford. According to the recent home and condominium sales (Table A-20), 88% of all units sold in 2013 had 3 or more bedrooms. However, the median sale price for a 3-bedroom home in Campbell in 2013 was \$750,000, this equates to a minimum household income of over \$165,000 per year to meet State's affordability criteria. This minimum household income is well above the median household income for Campbell residents.

Large households renting housing have a similar, though different, problem. In contrast, according to the recent rental survey (Table A-21), only 12% of the available for rent units had 3 or more bedrooms. However, with median rents for 3-bedroom apartments at \$2,900 and median rents for 3-bedroom homes at \$3,350 (when these larger units are available), the affordability of large rental units for even Moderate Income households remains an issue. Because of limited availability, combined with limited affordability, lower income large households will have difficulty finding housing in Campbell.

### ***Female-headed Households***

Female-headed households with children often require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. Because of their relatively lower incomes and higher living expenses, such households usually have more limited opportunities for finding affordable, decent, and safe housing.

Campbell is home to 1,741 female-headed households, of which 54% have children under 18 years old. Of those households with children, 10% had incomes below poverty level. This is in contrast to the general population where only 3% had incomes below the poverty level and 9% of female-headed households without children had incomes below the poverty level. These households are a particularly vulnerable group because the household head must try to balance the needs of their children with work and other household responsibilities.

### ***Homeless Persons***

The 2013 Homeless Census and Survey for Santa Clara County were conducted on January 29 and 30, 2013. The 2013 Census and Survey involved two components: 1) a point-in-time count of unsheltered and sheltered homeless, and 2) one-on-one interviews with about 850 homeless. The comprehensive, two-day homeless count identified approximately 5,600 homeless people on the streets, and an additional 2,000 people in emergency shelters, transitional housing, and domestic violence shelters. Key findings of the homeless count and supplementary interviews include:

- 56 percent indicated they had been homeless for more than one year.
- Approximately half of those surveyed indicated that this was their first experience being homeless.
- About two-thirds of the homeless identified as male.
- Only 25 percent of the County's homeless lived in formal shelters or transitional housing.

- Over one-third of the County's homeless were living in vehicles and encampments and almost one-third were living on the street.
- 40 percent of survey respondents indicated the primary cause of their homelessness was due to the loss of a job and 17 percent indicating alcohol or drug use was the primary factor.
- About two-thirds of respondents indicated they were experiencing one or more disabling conditions with 35 percent reported experiencing some form of mental illness.

Within the City of Campbell, the 2013 Homeless Census and Survey identified 91 homeless people, a decrease of 12 persons from the 2011 Survey. Despite the recent decrease in the number of homeless individuals in Campbell, the total number of homeless persons has stayed relatively constant ranging between 90 and 105 individuals. All of the homeless individuals identified in the Survey were unsheltered because there are no homeless shelters within the City.

There are three major types of facilities that provide shelter for homeless individuals and families: emergency shelters, transitional housing, and permanent housing. These types of facilities are defined below:

- **Emergency Shelter:** provides overnight shelter and fulfills a client's basic needs (i.e. food, clothing, and medical care) either on-site or through off-site services. The permitted length of stay can vary from one day at a time to two months, depending upon whether the shelter is short-term or long-term.
- **Transitional Housing:** a residence that provides housing for up to two years. Residents of transitional housing are usually connected to rehabilitative services, including substance abuse and mental health care interventions, employment services, individual and group counseling and life skills training.
- **Permanent Housing:** refers to permanent housing that is affordable in the community or permanent and service-enriched permanent housing that is linked with on-going supportive services (on-site or off-site) and is designed to allow formerly homeless clients to live at the facility on an indefinite basis.

As a smaller city, Campbell does not have any permanent emergency shelters. Numerous regional service providers serve the homeless in the greater San Jose area. Homeless individuals identified in Campbell are usually referred to one of the emergency shelters located nearby.

As the Santa Clara County's largest provider of shelters and services for the homeless, EHC Home First provides emergency shelters, transitional and permanent housing and support services through a network of program locations throughout the County. InnVision operates four inns in San Jose, which provide to a variety of persons in need, including working men, women and children, and mentally ill persons. InnVision serves clients in Campbell based on the availability of space in the inns at San Jose. However, if there are no available spaces, clients get referred to any one of the 20 sites of InnVision, some of which are located outside of San Jose. As exhibited in Table A-15, EHC and InnVision provide a significant number of beds in transitional housing facilities and emergency shelters for the homeless.

**Table A-15: Homeless Facilities/Providers in Nearby Areas**

Facility	Beds	Clients	Location
<b>Emergency Shelter</b>			
Asian Americans for Community Involvement	12	Women with children	San Jose
City Team Rescue Mission	50	Single men	San Jose
Cold Weather Shelter (EHC)	125	Single men and women	Sunnyvale
Community Homeless Alliance Ministry	21	Single women and women with children	San Jose
Hospitality House, Salvation Army	22	Single men	San Jose
Sobrato House Youth Center (EHC)	10	Homeless and run-away youth	San Jose
San Jose Family Shelter	143	Families	San Jose
West Valley Community Services	15	Single men	Cupertino
<b>Emergency Shelter/Transitional Housing</b>			
InnVision – Commercial Street Inn, Community Inn, Julian Street Inn, and Montgomery Street Inns	212	Working men, women and children, and mentally ill men & women	San Jose
James Boccardo Reception Center (EHC)	370	Single adults and families (including veterans and migrant workers)	San Jose
Next Door – Women with Children	19	Women and children – victims of domestic violence	San Jose
<b>Transitional Housing</b>			
Bill Wilson Center	18	Families with children and youth	Sunnyvale
City Team Ministries	82	Single men and women	San Jose
St. Joseph’s Cathedral, Social Ministry Office	45	Worker housing, men, women and children	San Jose
Salvation Army Hospitality House	46	Single men	San Jose
West Valley Community Services	22	Single men	Cupertino
InnVision – InnVision Villa	55	Single women	San Jose
YWCA – Villa Nueva	63	Women and children	San Jose
<b>Permanent Housing</b>			
Catholic Charities of San Jose	54	Single men and women	San Jose
Charities Housing Development Corp.	36	Single women and families with children	San Jose
InnVision – Alexander House, Sunset Square, and North Co	71	Single women and families with children	San Jose
Markham Terrace (EHC)	95	Men & women	San Jose
Pensione Esperanza SRO (Catholic Charities)	109	Men & women	San Jose
Sobrato House Youth Center	9 Apts	Youth	San Jose

Sources: Santa Clara County 2010-2015 Consolidated Plan; San Jose 2010-2015 Consolidated Plan.

### **Farmworkers**

Farmworkers are traditionally defined as persons whose primary incomes are earned through seasonal agricultural labor. They have special housing needs because of their relatively low income and the unstable nature of their job (i.e. having to move throughout the year from one harvest to the next). According to the 2010 Census, there were 83 Campbell residents employed in farming, forestry, and fishing occupations. These individuals accounted for less than one percent of the City’s total employed residents. Given that there are so few persons employed in agricultural-related industries, the City can address their specific housing needs through its overall housing programs.

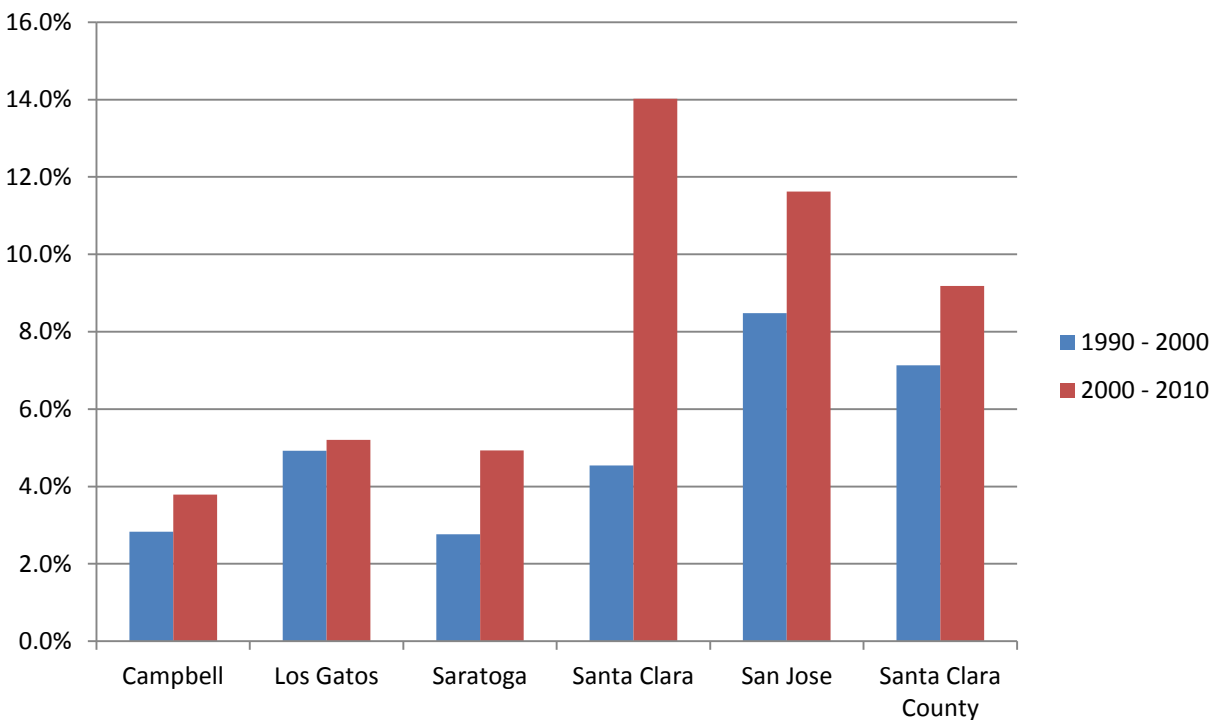
### 3. Housing Stock Characteristics

This section of the Housing Element addresses various housing characteristics and conditions that affect the well-being of City residents. Housing factors evaluated include the following: housing stock and growth, tenure and vacancy rates, age and condition, housing costs, and affordability, among others.

#### A. Housing Growth

As of January 2013, the State Department of Finance estimates identified 17,301 housing units in Campbell. Between 1990 and 2000, the City's housing stock increased by less than three percent, with an additional 3.8% increase from 2000-2010. Figure A-16 compares Campbell's housing growth during the past two decades with nearby communities and the County as a whole. As shown, housing growth levels in Campbell are similar to the comparably small-sized cities of Saratoga and Los Gatos. In contrast, the larger cities of San Jose and Santa Clara are where much of the housing growth has occurred in the recent decades.

**Figure A-16: Housing Growth Trends – Percent Change Over Each Decade**

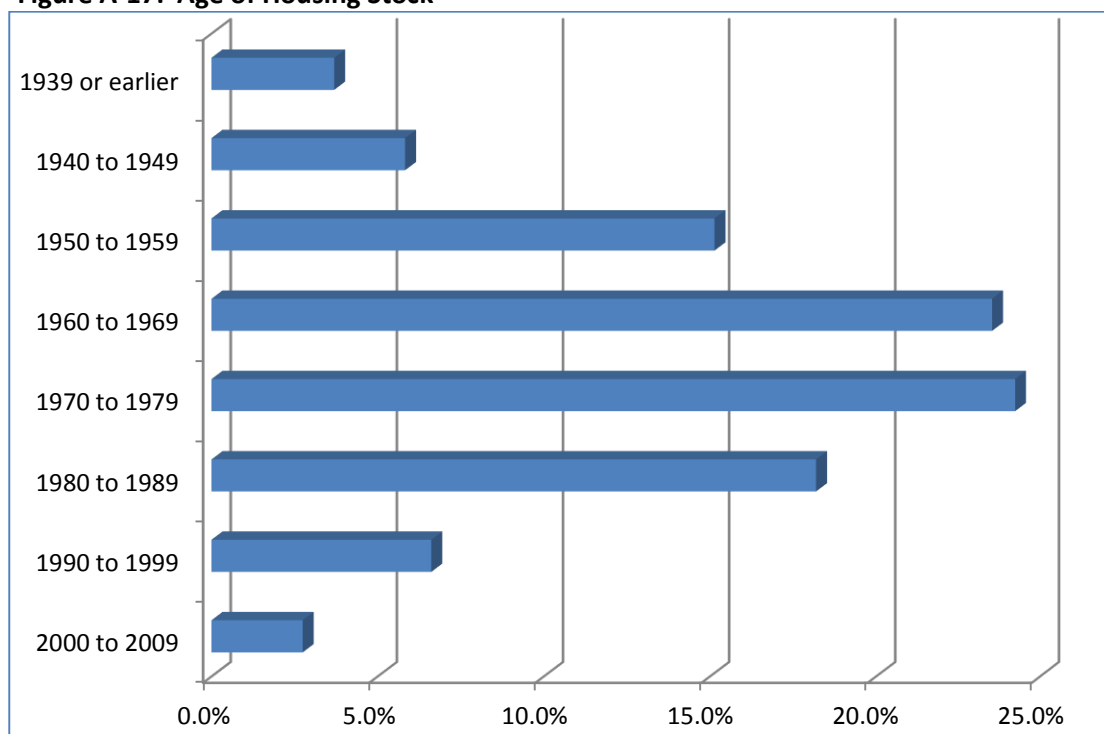


#### B. Housing Age and Condition

Housing age is an important indicator of housing condition within a community. Like any other tangible asset, housing is subject to gradual deterioration over time. If not properly and regularly maintained, housing can deteriorate and discourage reinvestment, depress neighboring property values and eventually impact the quality of life in a neighborhood. Thus maintaining and improving housing quality is an important goal for the City.

Figure A-17 provides a breakdown of the housing stock by the year built from the 2010 Census. As of 2010, 77 percent of housing units in Campbell are over 30 years old and 28 percent of the total housing stock is over 50 years old. A general rule in the housing industry is that structures older than 30 years begin to show signs of deterioration and require reinvestment to maintain their quality. Unless properly maintained, homes older than 50 years require major renovations to remain in good working order. Comprising the southwestern quadrant of the City, the San Tomas Area is one of the older neighborhoods in Campbell and has the greatest rehabilitation needs. In recent years, with the recovery of the economy, there has been an increase in owner reinvestment into some older homes in this area to address individual rehabilitation needs. This trend is expected to continue through the period of this Housing Element.

**Figure A-17: Age of Housing Stock**



The City administers a Code Enforcement program that aims to preserve and maintain the livability and quality of neighborhoods. The City received targeted CDBG funding for a code enforcement program in the identified low-income areas of the City. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints.

### **C. Housing Type and Tenure**

Table A-18 presents the mix of housing types in Campbell. Of the City's nearly 17,000 housing units in 2010, 58 percent were single-family homes (including attached and detached) and 40 percent were multi-family units. The City also contains over 300 mobile homes, comprising two percent of the City's housing. The vacancy rate in Campbell is currently estimated at 4.6%.

**Table A-18: Housing Type**

Housing Type	2000		2010	
	No. of Units	% of Total	No. of Units	% of Total
Single-Family	8,846	53%	9,852	58%
Detached	(6,863)	41%	(7,628)	45%
Attached	(1,983)	12%	(2,224)	13%
Multi Family	7,224	45%	6,782	40%
2-4 Units	(2,451)	14%	(2,018)	12%
5+ Units	(4,773)	31%	(4,764)	28%
Mobile Homes/Other	278	2%	316	2%
<b>Total Units</b>	<b>16,348</b>	<b>100%</b>	<b>16,950</b>	<b>100%</b>
Vacancy Rate	2.20%		4.64%	

Sources: Census 2000, State Department of Finance 2010 – Population and Housing Estimates

Note: The 2000 Census includes other units such as RV, Boat, Van etc within Mobile Home category

According to the Department of Finance, since 2010 Campbell has added 52 additional Single Family Detached Units and 27 Single Family Attached Units, or approximately 28 new units per year. This is a slightly slower rate of growth than was seen between 2000 and 2010, when an average of 60 new units were constructed each year. This slowdown in the construction of new housing is not unexpected since the lingering effects of The Great Recession halted new home construction between 2007 and 2010. As the economy continues to improve the number of new housing units is expected to return to their former levels. The most recent vacancy information provided by the Bureau of the Census identified a total of 426 vacant units in Campbell. Sixty percent of these units were identified as rental housing. The remaining units were identified as either seasonal, recreational, or occasional use properties.

Housing tenure refers to whether a housing unit is owned, rented or is vacant. Tenure is an important indicator of the housing climate of a community, reflecting the relative cost of housing opportunities, and the ability of residents to afford housing. Tenure also influences residential mobility, with owner units generally evidencing lower turnover rates than rental housing. The housing tenure trends since 1990 are depicted in Table A-19.

**Table A-19: Housing Tenure – Occupied Units**

Occupied Housing Units	1990		2000		2010		Santa Clara County 2010
	Units	Percent	Units	Percent	Units	Percent	
Owner	7,199	47%	7,748	48%	8,093	50%	58%
Renter	8,107	53%	8,242	52%	8,070	50%	42%
<b>Total</b>	<b>15,306</b>	<b>100%</b>	<b>15,990</b>	<b>100%</b>	<b>16,163</b>	<b>100%</b>	<b>100%</b>

Sources: 1990, 2000, 2010 Census.

According to the 2010 Census, a little over half of Campbell's housing units were owner occupied, a shift in the historic tenure pattern where more residential units were renter occupied versus owner occupied. However, the percent of ownership in Campbell is still less than the 58 percent ownership rate Countywide. This is most likely because much of the newer housing in Campbell has been higher density (and more commonly rental housing).

## D. Housing Costs and Affordability

The cost of housing is directly related to extent of housing problems in a community. If housing costs are relatively high in comparison to household income, there will be a correspondingly higher prevalence of overpayment and overcrowding. This section summarizes the cost and affordability of the housing stock to Campbell residents.

### **Sales Survey**

Table A-20 provides information on all sales of existing and new single-family homes and condominiums in Postal Code 95008 within the Campbell city limits during 2013. Postal Code 95008 encompasses over 98% of the incorporated City and is representative of the City of Campbell as a whole. The information summarized in Table A-20 also excludes several larger parcels that appeared to have been priced for future subdivision purposes.

A total of 292 single-family home sales were recorded during this period, with nearly 60 percent comprised of three bedroom units. Median sales prices ranged from \$680,000 for two-bedroom units to \$1,125,000 for five (or more) bedrooms with sale prices varying significantly based on location. The average age of the units sold were generally representative of the overall housing stock where most of the homes in Campbell were built between 1950 and 1989. Unit sizes were relatively modest, averaging only 1,730 square feet on typical 7,000 to 9,000 square foot residential lots. The overall median price for a home sold in 2013 was \$810,000. This median priced unit had three bedrooms and was built in the 1960s. Single family homes in Campbell are generally not affordable to modest income households.

**Table A-20: Survey of Recent Home and Condominium Sales Prices, January – December 2013**

Number of Bedrooms	Units Sold	Price Range	Median Price	Average Unit Size*	Average Lot Size	Average Year Built
<b>Single-Family Homes</b>						
2	34	\$215,000 - \$1,075,000	\$680,000	1,185 sq. ft.	8,560 sq. ft.	1942
3	167	\$193,500 - \$1,785,000	\$750,000	1,531 sq. ft.	7,280 sq. ft.	1964
4	71	\$208,000 - \$1,870,000	\$868,000	2,127 sq. ft.	8,570 sq. ft.	1968
5+	20	\$233,500 - \$1,653,000	\$1,125,000	2,935 sq. ft.	10,040 sq. ft.	1978
<b>Total</b>	<b>292</b>	<b>\$150,000 - \$1,870,000</b>	<b>\$810,000</b>	<b>1,732 sq. ft.</b>	<b>7,970 sq. ft.</b>	<b>1964</b>
<b>Condominiums</b>						
1	10	\$275,000 - \$460,000	\$321,500	817 sq. ft.	--	1980
2	91	\$265,000 - \$725,000	\$490,000	1,151 sq. ft.	--	1982
3	41	\$206,000 - \$795,000	\$635,000	1,567 sq. ft.	--	1989
4	4	\$590,000 - \$810,000	\$664,000 <sup>#</sup>	1,554 sq. ft.	--	1973
<b>Total</b>	<b>146</b>	<b>\$206,000 - \$810,000</b>	<b>\$515,000</b>	<b>1,256 sq. ft.</b>	<b>--</b>	<b>1981</b>

Source: Dataquick On-Line Real Estate Database: 1/1/13-12/30/13.

\* Does not count the area of the garage.

# Because of a small sample size the median price was not representative, so a mean value is used instead.

Approximately one-third of all units sold in Campbell during calendar year 2013 were condominiums. The median sales prices for condominiums ranged from \$321,500 to \$664,000 (for the one- and four-bedroom units, respectively), with an overall median price of \$515,000. In comparison, median sale price for a condominium documented in Campbell's 2009 Housing Element was \$505,000, indicating little increase



in sales prices over the past four to five years. Whereas the vast majority of single-family homes were three and four bedroom units, condominiums were predominately two and three-bedroom units, selling for significantly less than similarly sized single-family homes. Condominiums in Campbell are thus helping to fill a gap for smaller, less expensive ownership housing in the City and are generally affordable for Moderate Income households.

### **Rental Survey**

Current rental housing costs in Campbell were obtained through a rent survey compiled from internet sources on January 13 and 27, 2014. Table A-21 enumerates the rental ranges, as well as the median rents, for apartment/townhome units, single family homes, and single rooms for rent in Campbell. This data was assembled from over 60 advertised rental reviewed during the second half of January 2014.

The median rents for apartment units in Campbell range from \$1,400 for a studio, \$1,725 for a one-bedroom unit, \$2,070 for a two-bedroom unit, up to \$2,900 for a three-bedroom unit. The most commonly available apartments have two bedrooms.

For the single family homes, the costs to rent a three bedroom single family home overlaps with the rental rates for the three bedroom apartments and townhouses. The monthly rental rates for single family homes range from \$2,800 to nearly \$4,000 per month. The majority of available single family homes are three-bedroom units with either one or two bathrooms. It is also interesting to note that while nearly half of all residential units in Campbell have three or more bedrooms, this category represents the least available type of rental housing with a pattern of longer tenure and less frequent turnover.

**Table A-21: Survey of Vacant Rental Units**

Unit Type & Bedrooms	Number Available	Rental Range	Median Rent
<b>Rooms for Rent</b>			
-	5	\$675 - \$1,620	\$980
<b>Apartments / Townhomes</b>			
Studio	3	\$1,250 - \$1,645	\$1,400
1	13	\$1,495 - \$2,205	\$1,725
2	31	\$1,595 - \$2,845	\$2,070
3	5	\$2,100 - \$3,555	\$2,900
<b>Single Family Homes</b>			
2 & 3	5	\$2,800 - \$3,795	\$3,350
4+	2	\$3,200 - \$3,995	\$3,700

*Sources: Padmapper.com, Trulio.com, Realtor.com, Zillow.com, & Bay4Rent.com on January 14, 2014 and January 27, 2014*

### **Housing Affordability**

Housing affordability can be inferred by comparing the cost of renting or owning a home in Campbell with the maximum affordable housing costs to households which earn different income levels. Taken together, this information can provide a picture of who can afford what size and type of housing as well as indicate the type of households that would likely experience overcrowding or overpayment.

### **Affordable Ownership Housing Cost**

California Health and Safety Code (Section 50052.5) defines affordable owner housing costs as follows:

- Housing costs consist of mortgage debt service, homeowner association dues, insurance, utility allowance and property taxes.
- Affordable costs are up to 35 percent of the defined household income.

- Affordable costs for moderate income households are based on a standard of 110 percent of Area Median Income (AMI) for a household size equal to one more person than the number of bedrooms in the unit.

The federal Department of Housing and Urban Development (HUD) conducts annual household income surveys nationwide, including Santa Clara County, to determine the maximum affordable payments of different households and their eligibility for federal housing assistance. The 2013 median Income Limits for a four-person household in Santa Clara County is \$116,050. Based on these definitions of income and affordable housing cost, Table A-22 presents the maximum affordable purchase price for moderate income households (110% AMI), and compares this with market sales prices for single-family homes and condominiums in Campbell as previously documented in Table A-20.

**Table A-22: 2013 Maximum Affordable Housing Cost (Moderate Income), Santa Clara County**

Moderate Income Affordable Housing Cost	1 Bedroom (2 persons)	2 Bedroom (3 persons)	3 Bedroom (4 persons)	4 Bedroom (5 persons)
Moderate Income Threshold (110% County Median)	\$92,840	\$104,500	\$116,050	\$125,290
Max. Income Towards Housing @ 35% Income	\$32,500	\$36,580	\$40,620	\$43,850
Max. Monthly Housing Cost	\$2,710	\$3,050	\$3,385	\$3,655
Less Ongoing Monthly Expenses:				
Utilities	(\$127)	(\$139)	(\$188)	(\$217)
Property Taxes (1.1% affordable hsg price)	(\$387)	(\$440)	(\$485)	(\$523)
Insurance	(\$85)	(\$100)	(\$115)	(\$130)
HOA Fees & Other	(\$180)	(\$180)	(\$180)	(\$180)
Monthly Income Available for Mortgage	\$1,931	\$2,191	\$2,417	\$2,605
Supportable Mortgage @ 4.5% interest	\$381,000	\$432,000	\$477,000	\$514,000
Homebuyer Down payment (10%)	\$42,000	\$48,000	\$53,000	\$57,000
<b>Maximum Affordable Purchase Price</b>	<b>\$423,000</b>	<b>\$480,000</b>	<b>\$530,000</b>	<b>\$571,000</b>
<b>Campbell Median Single-Family Price</b>	None Available	<b>\$680,000</b>	<b>\$750,000</b>	<b>\$868,000</b>
<b>Campbell Median Condominium Price</b>	<b>\$321,500</b>	<b>\$490,000</b>	<b>\$635,000</b>	<b>\$664,000</b>

Source: Karen Warner Associates, 2014.

Utility costs based on 2013 Santa Clara County Housing Authority utility allowance schedule for attached units (assumes gas heating, cooking and water heating).

As illustrated, median single-family home prices in Campbell are well beyond the level of affordability for Moderate Income households. For example, the maximum affordable purchase price for a moderate income four person household is \$530,000, whereas the median priced three bedroom home in Campbell is \$750,000, an affordability gap of \$220,000.

However, condominiums are still within close reach for households earning moderate incomes. As shown in Table A-22, the maximum affordable purchase price for a three person household is \$480,000, whereas the median priced two-bedroom condominium in Campbell sells for \$490,000, an affordability gap of just \$10,000. However if housing costs continue to rise faster than the household incomes, these presently affordable condominium units will become less affordable over time. A first-time homebuyer program implemented by Santa Clara County can provide assistance to moderate income households to close this affordability gap.

### Affordable Renter Housing Cost

California Health and Safety Code (Section 50053) defines affordable renter housing costs as follows:

- Housing costs include rent plus utilities paid for by the tenant.
- Affordable rent is up to 30 percent of the defined household income.
- Affordable rents are based on a standard of 50 percent of AMI for very low income households; 60 percent of AMI for low income households; and 110 percent AMI for moderate income households for a household size equal to one more person than the number of bedrooms in the unit.

Table A-23 presents the maximum affordable rents for very low, low and moderate income households by household size, and compares these income levels with median room and apartment rents in Campbell. For Very Low Income wage earners, there is little affordable rental housing in Campbell. Even the median price for individual rooms for rent exceeds the affordability levels for Very Low Income households. For Low Income households, while studio units are generally affordable, the larger the units size, the greater the affordability gap. This is a particular burden for Low Income families requiring units with two or more bedrooms. Apartment rents in Campbell are affordable to Moderate Income households regardless of the unit size.

**Table A-23: 2013 Maximum Affordable Rents, Santa Clara County**

Income Level <sup>1</sup>	Maximum Affordable Rent After Utilities Allowance <sup>2</sup>			
	Studio (1 person)	1 Bedroom (2 person)	2 Bedroom (3 person)	3 Bedroom (4 person)
Very Low Income	\$845	\$964	\$1,085	\$1,198
Low Income	\$1,402	\$1,600	\$1,801	\$1,995
Moderate Income	\$2,132	\$2,435	\$2,739	\$3,037
<b>Campbell Median Apartment Rents</b>	<b>\$1,400</b>	<b>\$1,725</b>	<b>\$2,070</b>	<b>\$2,900</b>

Source: Karen Warner Associates, 2014.

<sup>1</sup> Income levels based on State HCD published Income Limits for 2013.

<sup>2</sup> Utility costs based on 2013 Santa Clara County Housing Authority utility allowance schedule for low-rise multi-family units (gas heating, cooking and water heating; assumes monthly refuse service included in rent): \$83 for studios, \$97 for 1 bedrooms, \$109 for 2 bedrooms, and \$128 for 3 bedrooms.

### **E. Assisted Rental Housing**

State Housing Element law requires an analysis of the potential for currently rent-restricted low income housing units to convert to market rate housing, and to propose programs to preserve or replace any units “at-risk” of conversion. This section presents an inventory of all assisted rental housing in Campbell, and evaluates those units at risk of conversion during the ten year, 2015-2025 planning period.

### Assisted Housing Inventory

Table A-24 is an inventory of assisted rental housing projects in Campbell. A total of 747 assisted units are provided in twelve developments, including units assisted through a variety of federal and local government programs/funds. These programs include HUD Section 8, Section 221 and Section 236, CDBG, and the City's Inclusionary Housing requirement.

**Table A-24: Inventory of Assisted Rental Housing**

Project Name	Ownership	Total Units	Assisted Units	Household Type	Funding Source(s)	Affordability Period
Corinthian House	Non-Profit	104	36	Elderly & Disabled	Section 8; Section 221(d)(3)	Continual Renewal
Rincon Gardens	Housing Authority	200	198	Elderly & Disabled	Section 8	Continual Renewal
Wesley Manor	Non-Profit	156	156	Elderly & Disabled	Section 8	Continual Renewal
Sharmon Palms	Non-Profit	60	60	Family	RDA*	2063
Avalon Bay	For-Profit	348	70	Family & Elderly	RDA*	2026
Gateway	For-Profit	20	3	Family & Elderly	RDA*	2026
El Parador	For-Profit	125	124	Elderly & Disabled	Section 8	Continual Renewal
San Tomas Gardens	Non-Profit	100	94	Family	Section 236; Catholic Charities	2029
Downtown Mixed-Use	For-Profit	20	3	Family	Inclusionary Requirement	2062
Fairlands Court	Non-Profit	1	1 (5 seniors)	Elderly	CDBG; Section 8	Perpetuity
Pollard	Non-Profit	1	1 (5 seniors)	Elderly	RDA*; HOME; CDBG	Perpetuity
Llewellyn	Non-Profit	1	1 (5 seniors)	Elderly	CDBG	Perpetuity
<b>TOTAL</b>		<b>1,136</b>	<b>747</b>			

Source: Community Development Department, City of Campbell, 2014.

\* Funded through the City RDA prior to its dissolution in 2012.

### At-Risk Projects

This section evaluates those lower income rental projects in Campbell at-risk of converting to market-rate uses prior to January 31, 2025. Of the 747 assisted units identified in Table A-24, 390 units in two projects are determined to be at low risk of conversion over the next ten year period: Corinthian House, Rincon Gardens and Wesley Manor. All of these projects maintain Section 8 project-based Housing Assistance Plan (HAP) contracts with HUD subject to periodic renewals. To maintain the existing affordable housing stock, the City must either preserve the existing assisted units or facilitate the development of new units. Depending on the circumstances of at-risk projects, different options may be used to preserve or replace the units. Preservation options can include transferring the project to non-profit ownership, providing rental assistance to tenants using non-federal funding sources, and/or purchasing affordability covenants.

In terms of replacement, the most direct option is the development of new assisted multi-family housing units. These options are described below.

- **Transfer of Ownership:** Transferring ownership of an at-risk project to a non-profit housing provider is generally one of the least costly ways to ensure that the at-risk units remain affordable for the long term. By transferring property ownership to a non-profit organization, low-income restrictions can be secured indefinitely and the project would become potentially eligible for a greater range of governmental assistance. This preservation option is, however, not applicable in Campbell because both at-risk projects are already owned by non-profit organizations. These projects are determined to be at “low” risk of conversion largely due to their non-profit status.
- **Rental Assistance:** If Section 8 rent subsidies are terminated at the federal level, rent subsidies using alternative State or local funding sources could be used to maintain affordability of the 390 at-risk units. Subsidies could be structured similar to the federal Section 8 program, where HUD pays the owners the difference between what tenants can afford to pay (30% of household income) and what HUD estimates as the Fair Market Rent (FMR) on the unit. The feasibility of this alternative depends upon the availability of non-federal funding sources necessary to make rent subsidies available and the willingness of property owners to accept rental vouchers if they can be provided.

Table A-25 shows the total cost of subsidizing the rents at all at-risk units currently assisted through the Section 8 program. As indicated below, the total cost of providing rent subsidies to all 190 at-risk units in Campbell (the difference between HUD Fair Market Rents and maximum affordable rents to Very Low Income households) is generally estimated at about \$55,000 per month or \$660,000 annually, translating to roughly \$13 million over a 20-year period. Another way rent subsidies could be structured is as a rent buy-down. This would involve the City or County providing a one-time assistance loan to the property owner to cover the present value of the decrease in rents associated with the extended affordability term compared with market rents achievable on the units. This approach offers a benefit to the owner in that they receive cash upfront from the loan.

**Table A-25: Rental Subsidies Required**

Unit Size	Total Units*	2013 Voucher Payment Standard	Household Size	Very Low Income (50% AMI)	Affordable Cost	Monthly Per Unit Subsidy	Total Monthly Subsidy
0-bedroom	22	\$1,135	1	\$35,700	\$892	\$243	\$5,346
1-bedroom	168	\$1,315	2	\$40,800	\$1,020	\$295	\$49,560
Total	190						\$54,906

*\*Corinthian House consists of 22 studio and 14 one-bedroom units. All 154 units in Wesley Manor are one-bedroom units.*

- **Acquisition or Construction of Replacement Units:** The construction or purchase of a replacement building is another option to replace at-risk units should they be converted to market-rate units. The cost of developing housing depends upon a variety of factors, including density, size of the units, location, land costs, and type of construction. Using a conservative estimate of total development costs of \$250,000 per affordable housing unit, the cost to replace Campbell’s 190 at-risk units can generally be estimated at approximately \$48 million.

**Cost Comparisons:** Given their non-profit and public ownership, it is highly unlikely that either of the two “at risk” projects will convert to market-uses. Nevertheless, the above analysis attempts to estimate the cost of preserving the at-risk units under various options. In terms of cost effectiveness, 20 years’ worth of rent subsidies (\$13 million) is less expensive than the cost of new construction or the purchase of

replacement units (\$48 million). However, long-term affordability of the units cannot be ensured through rent subsidies, unless it was structured as a one-time rent buy-down. The option of acquiring or developing 190 replacement units is very costly and constrained by a variety of factors, including limited purchase opportunities of large multi-family properties and the scarcity of land for new development. The best option to preserve the at-risk units thus appears to be the purchase of affordability covenants through a one-time rent buy-down.

### ***Redevelopment Housing Program Funding***

Because of the loss of Redevelopment Agency (RDA) funding in 2012, the City of Campbell no longer administers the federal Community Development Block Grant (CDBG) program. The loss of RDA funding forced the City to eliminate the position of Housing Program Coordinator, who also coordinated CDBG-funded programs. The part-time Housing Program Coordinator implemented many of the City's housing programs and functions and was partially funded by RDA and CDBG funds.

Since 2012, some of the functions and responsibilities of the Housing Program Coordinator were transferred to the City's Planning Division after the City turned over administration of the CDBG program to Santa Clara County (except for targeted code enforcement and capital improvements for pedestrian accessibility). Consequently Campbell no longer administers any of the CDBG Housing programs (though Campbell still administers the previously awarded RDA/CDBG funded loans). Even though the City no longer administers any of the housing activities funded through CDBG, Campbell residents still have access to rehabilitation and repair funding through Santa Clara County.

The City has not yet identified alternative funding sources for the activities previously funded by the RDA Housing Set Aside and CDBG programs.

## **4. Regional Housing Needs**

State law requires all regional councils of governments, including the Association of Bay Area Governments (ABAG) to determine the existing and projected housing need for its region (Government Code Section 65580 et. seq.) and determine the portion allocated to each jurisdiction within the ABAG region. This is called the Regional Housing Needs Determination (RHND) process.

### **A. Existing Housing Needs**

A continuing priority of communities is enhancing or maintaining their quality of life. A key measure of quality of life in a community is the extent of "housing problems." The federal Department of Housing and Urban Development (HUD) has developed an existing needs statement that details the number of households earning lower income, living in overcrowded conditions, or overpaying for housing. These housing problems are defined as follows:

- **Lower Income:** Refers to a household earning less than 80 percent of the median family income, as adjusted by family size. For a four-person household, the median income was \$114,514 for Santa Clara County in 2011 (*American Community Survey, 2007-2011*).
- **Overcrowding:** Refers to a housing unit which is occupied by more than one person per room, excluding kitchens, bathrooms, hallways, and porches, as defined by HUD.

- **Overpayment:** Refers to a household paying 30 percent or more of its gross income for rent (either mortgage or rent), including costs for utilities, property insurance, and real estate taxes, as defined by HUD.

### **Overcrowding**

Overcrowding occurs when housing costs are so high relative to income that families double up to devote income to other basic needs of food and medical care. Overcrowding also tends to result in accelerated deterioration of homes, a shortage of street parking, and additional traffic. Therefore, maintaining a reasonable level of occupancy and alleviating overcrowding are critical to enhancing the quality of life in the community.

The Census defines overcrowding as an average of more than one person per room in a housing unit (excluding kitchens, porches, and hallways); severe overcrowding is defined as greater than 1.5 persons per room. The incidence of overcrowded housing is a general measure of whether there is an available supply of adequately sized housing units. Table A-26 shows the incidence of overcrowding in Campbell by tenure, as estimated by the Bureau of Census. The prevalence of overcrowding and overpayment is particularly higher among lower-income households, because they have less income for housing costs. Tables A-26 and A-27 document the prevalence of overcrowding and overpayment among all households in Campbell.

**Table A-26: Overcrowded Households**

Overcrowding	Households	Percent	Santa Clara County %
Owners			
Overcrowding	175	1%	2%
Severe Overcrowding	10	0%	<1%
Renters			
Overcrowding	460	3%	3%
Severe Overcrowding	70	<1%	2%
<b>Total Overcrowding</b>	<b>635</b>	<b>4%</b>	<b>7%</b>

Source: Source: U.S. Census Bureau, 2008-2012 American Community Survey

Note: Severe Overcrowding is a subset of Overcrowding

Since 2000, the percentage of overcrowded units has generally declined throughout Santa Clara County. For example, according to the 2000 Census there were over 1,200 overcrowded units in Campbell or about 8 percent of the housing stock. Santa Clara County experienced a more dramatic reduction in overcrowding during this same period, with a reduction from 14 percent to 7 percent. This change is mostly likely due to several factors including: the economic recovery that allowed some people to afford their own housing (rather than sharing with friends and family) and from people moving out of the region during the recession in search for work.

### Overpayment

Housing overpayment refers to spending more than 30 percent of income on housing; severe overpayment is spending greater than 50 percent. As is the case in throughout the Bay Area, it is not uncommon to overpay for housing in Campbell. However, to the extent that overpayment is often disproportionately concentrated among the most vulnerable members of the community, maintaining a reasonable level of housing cost burden is an important contributor to quality of life. Table A-27 shows the incidence of overpayment in Campbell.

**Table A-27: Housing Overpayment - Households**

Overpayment	Households	Percent	Santa Clara County %
<b>Owners</b>			
Total Owner Units	8,505		
Overpayment (>30% income on housing)	3,234	38%	
Lower Income Household Overpayment	994	12%	14%
Severe Overpayment (> 50% income on housing)	1,359	16%	
Lower Income Household Overpayment	784	9%	10%
<b>Renter</b>			
Total Rental Units	7,805		
Overpayment (> 30% income on housing)	3,390	43%	
Lower Income Household Overpayment	2,590	33%	36%
Severe Overpayment (> 50% income on housing)	1,510	19%	
Lower Income Household Overpayment	1,455	19%	21%
<b>Total Overpaying Households</b>	<b>6,604</b>		

Source: ABAG, 2013 (from CHAS Data Sets Table S10708)

Notes: Percentage lower income overpayment reflects % of total lower income households spending > 30% income on housing.

Severe Overpayment is a subset of Overpayment

According to the most recent information on housing costs, 38 percent of homeowners and 43 percent of renters in Campbell were overpaying for housing, an increase from 2000 by 11 percent and 3 percent, respectively. The level of overpayment is similar to the amount of overpayment Countywide. In terms of overpayment for lower income households, this percentage also increased from 15 percent in 2000 to 19 percent in 2010. Severe overpayment impacts 19 percent of the City's renters as opposed to only 9 percent of owner households. In terms of lower income (<80% AMI) households, 994 of lower income homeowners and 2,590 lower income renters were faced with overpayment for housing in Campbell. Many of the lower income households also experience severe overpayments for housing.



## B. Future Housing Needs

California's Housing Element law requires that each city and county develop local housing programs to meet its "fair share" of existing and future housing needs for all income groups, as determined by the jurisdiction's Council of Governments. This "fair share" allocation concept seeks to ensure that each jurisdiction accepts responsibility for the housing needs of not only its resident population, but also for the jurisdiction's projected share of regional housing growth across all income categories. Regional growth needs are defined as the number of units that would have to be added in each jurisdiction to accommodate the forecasted number of households, as well as the number of units that would have to be added to compensate for anticipated demolitions and changes to achieve an "ideal" vacancy rate.

In the Bay Area region, the agency responsible for assigning these regional housing needs to each jurisdiction is the Association of Bay Area Governments (ABAG). The regional growth allocation process begins with the State Department of Finance's projections of population and associated of housing demand for the planning period. ABAG is responsible for allocating the region's projected housing needs among its jurisdictions by income category. This is referred to as the Regional Housing Needs Allocation (RHNA) process. The RHNA represents the minimum number of housing units each community is required to provide "adequate sites" for through zoning and is one of the primary threshold criteria necessary to achieve State approval of the Housing Element.

In devising the formula for allocating the 187,990 units amongst jurisdictions, ABAG had to consider how each of these statutory factors could be incorporated into the mathematical equation. ABAG staff and members of the Housing Methodology Committee sought input from every jurisdiction in the Bay Area on the factors and how they could be used. The final allocation method adopted by ABAG's Executive Board includes factors related to housing and employment growth, and public transit.

As defined by the RHNA, Campbell's new construction need for the 2015-2023 time period has been established at 933 new units as distributed among the four income categories as shown in Table A-28. Through this Housing Element, the City will demonstrate the availability of adequate sites to accommodate these projected new units.

**Table A-28: Regional Housing Needs Allocation 2014 -2022**

Income Level	Percent of Area Median Income (AMI)	Units as per RHNA	Percent of Total RHNA
Very Low*	0-50%	253	27%
Low	51-80%	138	15%
Moderate	81-120%	151	16%
Above Moderate	120%+	391	42%
<b>Total</b>		<b>933</b>	<b>100%</b>

*Source: Association of Bay Area Governments, Regional Housing Needs Allocation, July, 2013.*

*\*An estimated half of Campbell's very low income housing needs (126 units) are for extremely low income households*

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## **APPENDIX B. HOUSING CONSTRAINTS**

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix B, the Housing Needs Assessment is comprised of the following components: (1) Market Constraints; (2) Governmental Constraints; and (3) Environmental Constraints. The provision of adequate and affordable housing opportunities is an important goal of the City. However, there are a variety of factors that can encourage or constrain the development, maintenance, and improvement of the housing stock in Campbell. These include market mechanisms, government codes, and physical and environmental constraints. This section addresses the potential market, governmental, and environmental constraints in Campbell.

### ***1. Market Constraints***

Land costs, construction costs, and market financing contribute to the cost of housing reinvestment, and can potentially hinder the production of new affordable housing. Although many constraints are driven by market conditions, jurisdictions have some leverage in instituting policies and programs to addressing the constraints.

#### **A. Development Costs**

Construction costs vary widely according to the type of development, with multi-family housing generally less expensive to construct than single family homes. However, there is wide variation within each construction type depending on the size of unit and the number and quality of amenities provided, such as fireplaces, swimming pools, and interior fixtures among others. Land costs may vary depending on whether the site is vacant or has an existing use which must be removed.

Ways to reduce development costs include a reduction in amenities and the quality of building materials (above a minimum acceptability for health, safety, and adequate performance) which could, in theory, result in lower sales prices. In addition, prefabricated factory-built housing may provide for lower priced housing by reducing materials and labor costs. Another factor related to construction costs is the number of units built at one time. As the number increases, overall costs generally decrease as builders can benefit from economies of scale.

Another key component is the price of raw land and any necessary improvements. The diminishing supply of residential land combined with a high demand for such development keeps land cost high in cities across the Bay Area. One large lot vacant land sale occurred in 2013. A 2.6 acres parcel on Abbott Avenue sold for \$4.1 million. The property is located in the R-1-9 Zone. An evaluation of the number of units that could be constructed on the site, based upon the need to extend Abbott Avenue across the property, varies from eight to ten units under the current zoning. The cost for this site was \$36 per square foot or between \$410,000 and \$512,000 per unit.

## B. Mortgage and Rehabilitation Financing

The availability of financing in a community depends on a number of factors, including the type of lending institutions active in the community, lending practices, rates and fees charged, laws and regulations governing financial institutions, and equal access to those institutions. Through analysis of Home Mortgage Disclosure Act (HMDA) data on the disposition of residential loan applications, an assessment can be made of the availability of residential financing within a community.

Chart B-1 summarizes HMDA data for both Campbell and Santa Clara County as a whole, providing information on the approval status of all home purchase and home improvement loan applications in 2012. Of the total of 530 applications for home purchase loans in Campbell, 81 percent were approved, 9 percent denied, and 10 percent withdrawn or incomplete. In comparison to the County-wide average, mortgage loan approval rates were slightly higher in Campbell (81%), than the County (78%). Approval rates for home improvement loans were however somewhat lower in Campbell than Santa Clara County as a whole, at 67 percent compared to 70 percent County-wide.

**Chart B-1: Home Purchase and Improvement Loans - 2012**

Loan Type	Number of Loan Applications in Campbell	% Loans Approved		% Loans Denied		% Loans Withdrawn/Incomplete	
		Campbell	Santa Clara County	Campbell	Santa Clara County	Campbell	Santa Clara County
Home Purchase	530	81%	78%	9%	12%	10%	10%
Home Improvement	60	67%	70%	17%	20%	16%	10%

*Source: Home Mortgage Disclosure Act (HMDA) data, 2012*

Review of mortgage loan denial rates by census tract identifies one area in Campbell with a denial rate more than double the citywide average of 9 percent. Of the 65 applications for mortgage loans in Census Tract 5066.06, (located in northwest Campbell immediately west of the San Tomas Expressway), 19 percent (12 applications) were denied.

## 2. Governmental Constraints

Local policies and regulations can impact the price and availability of housing and in particular, the provision of affordable housing. Land use controls, site improvement requirements, fees and exactions, permit processing procedures, and various other issues may present constraints to the maintenance, development and improvement of housing. This section discusses potential governmental constraints in Campbell.

### A. Land Use Controls

The Land Use Element of the General Plan sets forth the City's policies for guiding local development. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses within Campbell. As summarized below in Table B-2, the Land Use Element provides for six residential land use designations, a mobile home park designation, one commercial designation, and three mixed-use designations that allow for residential uses. The Commercial/Light

Industrial mixed use area does not provide for residential units and has not been included in Table B-2.

**Table B-2: Land Use Categories Permitting Residential Use**

General Plan Land Use Category	Zoning District(s)	Density (Units per Gross Acre)	Residential Type(s)
Low Density Residential	R-1-10, R-1-16	<3.5	Single-family detached homes on large lots
Low Density Residential	R-1-8, R-1-9	<4.5	Single-family detached homes on large lots
Low Density Residential	R-1-6	<6	Single-family detached homes on average sized lots
Low-Medium Density Residential	R-M, R-D, C-PD, P-D	6—13	Duplexes, multi-family, and townhomes. Small lot single-family detached homes are allowed with the P-D zoning designation.
Medium Density Residential	R-2, C-PD, P-D	14—20	Townhomes, apartments, condominiums, or multi-family
High Density Residential	R-3, C-PD	21—27	Apartments or condominiums
Mobile Home Park	P-D	6—13	Mobile home parks (greater than 10 acres in size)
Central Business District Commercial	C-3	No Standard	Condominiums or apartments on the second and third floors
Low-Medium Density Residential or Office (Mixed Use)	P-D	6—13	Single-family homes on small lots, townhomes, multi-family
Medium to High Density Residential/ Commercial (Mixed Use)	P-D	14—27	Multiple-family housing on the upper floors above office/ commercial uses. Attached townhomes or condominiums in the South of Campbell Ave Specific Plan area.
Residential/ Commercial/ Professional Office (Mixed Use)	P-D	14—27	Multiple-family housing including condominiums or apartments on the upper floors above office or commercial uses.

Source: City of Campbell General Plan, February 2014.

## B. Zoning Standards

The Campbell Zoning Ordinance, Title 21 of the Municipal Code, contains the primary development provisions that implement the development of private land under the General Plan (include the Housing Element).

### ***Residential Development Standards***

The City regulates the type, location, density, and scale of residential development primarily through the Zoning Code. Zoning regulations are designed to protect and promote the health, safety, and general welfare of residents as well as implement the policies of the City's General Plan. The Zoning Code also serves to preserve the character and integrity of existing neighborhoods. The Code sets forth the City's specific residential development standards, which are summarized in Table B-3.

**Table B-3: Residential Development Standards**

Zoning District		Maximum Density (du/ac)	Minimum Net Lot Area (sq. ft.)	Maximum Lot Coverage	Maximum Building Height (feet)
Single Family	R-1-6	6.0	6,000	40%	35
	R-1-8	4.5	8,000	40%	35
	R-1-9	4.5	9,000	40%	35
	R-1-10	3.5	10,000	40%	35
	R-1-16	3.5	16,000	40%	35
Two Family	R-M	13.0	6,000	40%	35
Multiple Family	R-D	13.0	6,000	40%	35
	R-2	20.0	6,000	40%	35
	R-3	27.0	6,000	40%	40
Condominium Planned Development	C-PD	27.0	NR	NR	NR
Planned Development	P-D	27.0	NR <sup>1</sup>	NR <sup>1</sup>	NR <sup>1</sup>

Source: City of Campbell Planning Division, February 2014

NR – No requirement in the Zoning Ordinance.

1. The specific development standards are contained in special or master plan documents (e.g. North of Campbell Avenue Area Plan, South of Campbell Avenue Area Plan, East Campbell Avenue Master Plan, and Winchester Boulevard Master Plan).

### Parking Requirements

The City's parking requirement for residential districts varies by housing type and anticipated parking needs. The City calculates the parking requirements by unit type with one standard for Studio and One-Bedroom units and a slightly higher standard for 2 or more Bedroom units. Table B-4 below incorporates the new parking standards adopted in 2011 for Transit Oriented Developments and for Small Lot Single Family housing projects.

**Table B-4: Parking Requirements**

Housing Type	Parking Space Requirements per Unit		
	Covered	Uncovered	Total
Single-Family	1	1	2
Duplex	1	1	2
Small Lot Single Family	1	1.5	2.5
Multiple-Family:			
Studio or One-bedroom units	2	0.5	2.5
Two or more bedrooms units	2.5	0.5	3
Transit Oriented Development:			
Studio or One-bedroom units	1.5	0.5	2
Two or more bedrooms units	2	0.5	2.5

Source: City of Campbell Zoning Ordinance, February 2014.

The standard parking requirement for small lot single family projects is slightly higher than that for single-family homes because small lot single family developments commonly do not have private driveways or open street frontage for additional parking. The City has also found that the parking need for these projects is greater than those for apartments or other multiple-family uses because they are

often larger in size and have more bedrooms. Small lot single family projects commonly have more drivers per household than apartments, and consequently, often have more vehicles.

The City permits carports in lieu of garages for all housing units, which can serve to reduce development costs. Under the City's density bonus program, projects that provide affordable (below market rate) or senior housing may be eligible for a reduction in the parking requirements (per Zoning Code Section 21.28.050). Additionally, the Planning Commission has the authority to adjust the parking requirements for specific projects when they determine that there are circumstances that warrant an adjustment. These circumstances may include proximity to light rail stations, transit corridors, or major employment centers. The Planning Commission or City Council may also permit projects consisting of two diverse land uses (such as residential and commercial) to jointly occupy the same parking spaces when their parking demands occur at different times.

Examples of parking modifications/reductions approved by the City Council during the previous Housing Element cycle include:

- Bay West Development, 1677 S. Bascom Avenue, the Planning Commission approved the use of tandem parking spaces for nine of the 168 units in the project.
- Merrill Gardens, 2014 Winchester Boulevard, the City Council approved 54 parking spaces for 126 senior housing units.
- 651 West Hamilton Avenue, the Planning Commission approved a reduction in the amount of required parking of approximately 70 spaces (2.3 parking spaces per unit versus 3.0 parking spaces per unit).

### ***Special Master Plan and Area Plans***

Campbell has adopted numerous area plans. Most of these are located around the Downtown area and around the existing VTA light rail stations. The four master and area plans which contain most of the opportunity housing sites are discussed below.

The North of Campbell Avenue (NOCA) Area Plan is located north of the civic center and south of East Hamilton Avenue along Salmar Avenue. This Area Plan was developed to guide this area from primarily industrial land uses to small lot and single family residences. About half of the original plan area has been converted to residential uses. Residential densities up to 20 units per acre are envisioned in this area.

The East Campbell Avenue Master Plan is located along East Campbell Avenue between the Downtown and Highway 17. The goal of the Master Plan is to implement Land Use Policy 6.1, "Expansion of Downtown: Facilitate and encourage the evolution of the Downtown beyond the loop streets, eastward to the Hwy 17 overpass and westward to the Community Center, through public improvements, urban design and land use patterns that connect both visually and physically this stretch of Campbell Avenue." Residential densities up to 27 units per acre are envisioned in this area.

The South of Campbell Avenue (SOCA) Area Plan is located immediately south of the East Campbell Avenue Master Plan between Campbell Avenue on the north, San Tomas Expressway on the south, Los Gatos Creek on the east, and Railway Avenue (the current VTA light rail line) on the west. This Area Plan was developed to guide the redevelopment of this area from older single family residential mixed with commercial and industrial land uses toward more higher density residential density and office development near the VTA Downtown Campbell light rail station and Downtown Campbell. Residential densities up to 27 units per acre are envisioned in this area.

The Winchester Boulevard Master Plan runs along both sides of Winchester Boulevard. The purpose of this Master Plan The goal of the Master Plan is to transform Winchester Boulevard into a vibrant mixed-use, pedestrian-oriented street, lined with ground-level businesses with residential or office above. The plan also intends to facilitate the physical and visual connection to Downtown and Campbell Avenue, as well as help increase Central Campbell's walkability and livability by providing increased housing and shopping opportunities. Residential densities up to 27 units per acre are envisioned in this area.

### ***Flexible Design Provisions***

The City offers various mechanisms to provide relief from development standards that are typically required of all residential projects under the Zoning Code. These mechanisms include mixed-use development provisions and the density bonus program in conjunction with the P-D Zone.

#### **Planned Development (P-D) Zone**

The purpose of the P-D Zoning District is to provide a degree of flexibility that is not generally available in other zoning districts. The flexibility is intended to allow developments that are more consistent with site characteristics while creating an optimum quantity and use of open space and good design consistent with the underlying General Plan Land Use Designation and any adopted guidelines for the area. The P-D Zone also facilitates mixed-use development, development concessions, and modified parking standards. Most of the Area Plan and Master Plan areas are zoned P-D.

#### **Mixed-Use Development**

Within the City of Campbell, there are several areas where mixed use development is encouraged, both as residential and commercial uses combined on a single parcel, and as components of a single development. A key strategy of the City's General Plan is to integrate residential development along designated commercial corridors to create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. This strategy ensures safer, more viable commercial areas, with mixed-use residents helping to ensure the viability of the commercial uses. Mixed-use development is located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses.

The City's zoning ordinance provides several incentives to encourage mixed use. The allowable density of a mixed-use project is defined by the Floor Area Ratio (FAR) contained in specific land use policies within each Area or Specific Plan; residential uses are encouraged but not included in the calculation of the Floor Area Ratio. Campbell also allows for a shared parking reduction where two or more uses have distinct and differing peak parking usage periods. Furthermore, a reduction in the required open space for the residential component of a mixed-use project may be granted where the full amount of open space is unable to be accommodated due to the urban infill characteristics of the site. The City



has approved several mixed-use projects since adoption of the prior Housing Element. In addition, many of the previously approved projects that had been put on-hold because of The Great Recession of 2007-2009 are currently under development. The current City approved projects include the following:

- The Merrill Gardens Project (2041 – 2127 S. Winchester Blvd.) initially approved in 2007, slightly modified by 2011, and was completed in December of 2013 and is now occupied. This project consists of 126 total units including 99 senior market rate units, 27 non-age restricted apartments, and an Alzheimer’s care unit. Of the 126 units, 19 very low income units are distributed throughout the project. The project also includes 18,000 square feet of retail space fronting Winchester Boulevard. The City Council approved several concessions including waiving the park fees for the affordable units.
- Bay West Development (1677 S. Bascom Ave) – The City approved this mixed-use project in 2012 at the maximum zoned density of 27 units per acre. The project provides 126 market rate apartments and 15,295 square feet of retail space fronting Hamilton Avenue. Campbell approved a density bonus project of 14 Below Market Rate units as part of this project.

#### Affordable Housing Density Bonus

The City of Campbell continues to offer density bonus incentives for the provision of affordable housing and routinely updates the Zoning Ordinance as program requirements change. These provisions were last amended in 2008 to incorporate recent changes to State Law. The density bonus provisions include both the additional density requirement and the development concession provisions. The Density Bonus provisions are contained in Chapter 21.20 of the Municipal Code and incorporate the requirements of Government Code Section 65915.

For incorporating any of the following items, a housing developer will receive a twenty percent density bonus above the density normally allowed by the Zoning Ordinance. To receive this density bonus a project must incorporate one of the following:

- Ten percent of the total units for lower income households; or
- Five percent of the total units for very low income households; or
- A senior citizen housing development (or mobile home park) that limits residency based on age requirements for housing for older persons.

In addition, by providing ten percent of the total units for moderate income households, an additional five percent density bonus is also available. The moderate income density bonus applies only to for sale units in a common interest development (as defined by Section 1351 of the California Civil Code). The amount of density bonus to which the applicant is entitled varies according to the amount by which the percentage of affordable housing units exceeds the minimum percentage established in this section, but generally ranges from 20 to 35 percent above the specified General Plan Residential Density. In addition to the density bonus, eligible projects may receive up to three additional development incentives, depending on the proportion of affordable units and level of income targeting.

Zoning Code Chapter 21.20 also includes provisions to allow development standard concessions for projects receiving a density bonus. The typical concessions/incentives that are offered include the following.

- A reduction in site development standards (e.g., setback and square footage requirements, and/or parking requirements) or architectural design requirements. At the request of the developer, the City will permit a parking ratio (inclusive of handicapped and guest parking) of one space for 0-1 bedroom units, two spaces for 2-3 bedroom units, and 2½ spaces for four or more bedrooms.
- Approval of mixed-use zoning in conjunction with the housing project if nonresidential land uses would reduce the cost of individual units in the housing project, and the nonresidential land uses would be compatible with the housing project and adjoining development.
- Other regulatory incentives or concessions proposed by the permit applicant or the City that would result in identifiable cost reductions. Examples include a reduction in the amount of required on-site parking, expedited processing pursuant to a mutually agreed upon schedule, and, the deferral of the collection of impact fees on market rate units until issuance of a certificate of occupancy.

The City advertises the availability of density bonus incentives on its website, and provides information to prospective residential applicants. The Merrill Gardens and Bay West Development projects were both granted an affordable housing density bonus of 35% for the incorporation of Very Low Income units into the projects.

#### Inclusionary Housing

Particularly since Campbell now requires 15 percent inclusionary units on a citywide basis, density bonuses offer a means of offsetting the cost of providing the required affordable units. Zoning Code Chapter 21.24 requires new residential projects with ten or more units to provide at least 15 percent of the total units for low and moderate income households at an affordable housing cost. Rental units are required to be made available to very low and low income households (minimum 40% to very low), while owner units are to be available to low and moderate income households. Previous regulatory agreements are recorded on inclusionary projects that require affordability for a period of 45 years for ownership units and 55 years for rental units.

The Inclusionary Housing Program originally addressed both rental and ownership units, however, due to a recent court case, the provisions which apply to rental units have been temporarily suspended.

As a means of providing flexibility in compliance with inclusionary requirements, the City allows the following alternatives to provision of on-site affordable units:

- Off-site construction of affordable units;
- Provision of rental units in for-sale projects (subject to Very Low and Low income affordability);
- Dedication of land sufficient to accommodate the required affordable units; or
- Payment of an in-lieu housing fee (for projects with densities at or below six units per acre). The current fees are \$34.50 per square foot for ownership housing units and \$21.50 for rental housing units.

Campbell's inclusionary ordinance also provides for a reduction or waiver of the inclusionary requirement if an applicant can show there is no reasonable relationship between the project and the requirement for affordable units, or if application of the inclusionary requirements represents a taking.

Since the adoption of the Ordinance, several larger projects have been required to provide affordable units. Examples include of these project include the senior housing project by Merrill Gardens on Winchester Boulevard and the Bay West Development on South Bascom Avenue. During this time many smaller projects, with less than 10 units, have been exempt from the ordinance. The City has not received negative feedback from developers of these larger projects in terms of affecting project viability. The ordinance is similar to surrounding cities and is generally accepted by the regional development community.

### **C. Provisions for a Variety of Housing**

Housing element law specifies that jurisdictions must identify adequate sites to be made available through appropriate zoning and development standards to encourage the development of various types of housing for all economic segments of the population. This includes single-family homes, multi-family housing, factory-built housing, mobile homes, emergency shelters, supportive housing, and transitional housing. Table B-5 below summarizes housing types permitted within all residential and commercial zones. The Condominium-Planned Development (C-PD) is required for all projects proposing a condominium ownership project. Development under the C-PD Zone is processed using the P-D Zone development review processes.

**Table B-5: Housing Types Permitted by Zone**

Housing Type Permitted Uses	R-1	R-D	R-M	R-2	R-3	P-D	C-PD	C-3
<b>Residential Uses</b>								
Small Lot Single-Family (<6,000 sq. ft. lots)	Y	Y	Y	Y	Y	Y	-	-
Conventional Single-Family (>6,000 sq. ft. lots)	Y	Y	Y	Y	Y	Y	-	-
Planned Unit Developments	-	-	-	-	-	Y	-	-
Duplexes (2 attached units)	-	Y	Y	Y	Y	-	-	-
Second Units (with a single family dwelling)	Y	Y	Y	Y	Y	Y	-	-
Condominiums	-	-	-	-	-	-	Y	c
Mobile Home Parks (sites 10 acres or larger)	-	-	-	-	-	Y	-	-
Multiple-Family Residential Units			Y	Y	Y	Y	Y	c
Townhouses	-	-	-	-	-	Y	Y	-
<b>Special Needs Housing</b>								
Residential Care Facility (6 or less persons)	Y	Y	Y	Y	Y	Y	-	-
Residential Care Facility (7 or more persons)	c	c	c	c	c	c	c	c
Convalescent Hospital	-	c	c	c	c	c	c	c
Emergency Shelters <sup>1</sup>	-	-	c	c	c	c	c	-
Supportive Housing	Y	Y	Y	Y	Y	Y	-	-
Transitional Housing	Y	Y	Y	Y	Y	Y	-	-
Single Room Occupancy	-	-	-	-	c	c	-	-
Correctional Residential Facility	-	c	c	c	c	c	c	c
Boarding or Lodging House	-	-	c	c	c	-	-	-
On-Site Living Facility*	c	c	c	c	c	c	c	c

Y = Permitted

c = Conditionally Permitted

- Emergency Shelters are also allowed in the C-1 and C-2 Zones with a conditional use permit, and in the M-1 Zone, either by right or with a conditional use permit, depending on the location.

\* In conjunction with an approved conforming use for security and/or 24-hour service.

Source: City of Campbell Zoning Code, February 2014.

### **Multi-Family Rental Housing**

The City's Zoning Code provides for apartment (rental) developments in the R-M, R-2, R-3, and P-D Zoning Districts by-right, and with approval of a conditional use permit in the C-3 (Central Business District) Zone. Densities of up to 27 dwelling units per acre are permitted, with additional densities for affordable and senior housing. The General Plan also provides for high density residential on designated commercial corridors surrounding the Valley Transit Agency (VTA) Light Rail Stations at Downtown Campbell and at Winchester. The VTA light rail system allows easy access to the rest of the urbanized core of Santa Clara County.

Campbell's development standards have proven to be effective in allowing projects to achieve maximum densities. Given high land costs, the majority of multi-family and mixed use developments

in Campbell are built at or near maximum permitted densities. Recent examples include: Creekside Commons (27 du/acre with density bonus) and Merrill Gardens senior housing (34 du/acre with density bonus). These and other infill project examples demonstrate that the City's development standards have not served as a constraint to achieving maximum zoned densities.

### ***Condominiums***

Similar to many jurisdictions, Campbell's Zoning Code distinguishes between condominium (ownership) and multiple family (rental) housing. The C-PD (Condominium-Planned Development) zoning district provides for the construction of new condominiums, or conversion of existing rental housing into condominium ownership subject to a planned development permit. Condominiums are also conditionally permitted in the C-3 (Central Business District) Zone.

In order to provide maximum flexibility for projects and provide the city appropriate levels of discretion, large areas of the City are zoned Planned Development (P-D). This designation has proven over time to be an excellent vehicle for providing unique, custom tailored development solutions to generally small, heavily constrained in-fill sites. The City requires a zoning designation of Condominium Planned Development for condominium projects. This zoning requirement has not been a barrier to the approval of numerous condominium projects in the past.

### ***Secondary Dwelling Units***

The purpose of permitting additional living units in single-family districts is to allow more efficient use of the existing housing stock and infrastructure to provide the opportunity for the development of small rental housing units designed to meet the special housing needs of individuals and families, while preserving the integrity of single-family neighborhoods. Zoning Code Section 21.36.200 addresses the requirements for both attached and detached second units as an accessory use in Single Family (R-1) zoning districts. Campbell's Zoning Code contains the following standards for secondary dwelling units.

- The minimum lot size is at least 10,000 square foot.
- The maximum size is limited to 640 square feet, one bedroom and one-story in height, unless the lot is larger than 250% of the minimum required size in zone (when these size limitations for the units do not apply).
- In conjunction with the primary single-family dwelling, a total of four parking spaces are required, two of which shall be covered. Spaces may be allowed in tandem in a driveway of a two-car garage if the garage meets minimum setbacks and lot configuration precludes placement of parking areas elsewhere on the property.
- Must meet all of the applicable development standards of the zoning district (for example, setbacks, lot coverage, and floor area ratio);
- Required to be designed so that the appearance of the property remains that of a single-family residence (for example, the entrances to secondary dwelling units must not be visible from the street); and,
- A deed restriction is required that stipulates that only one of the two units on the property may be rented at any one time.

Campbell receives an average of 1 to 2 second unit applications annually with a total of 4 second units constructed between 2009 and 2013. Approximately one thousand Single Family zoned parcels in Campbell meet the minimum lot size requirement. This provides a significant additional capacity for second units.

### ***Manufactured Housing/Mobile Homes***

Section 65852.3 of the California Government Code requires jurisdictions to administratively allow manufactured homes on lots zoned for single-family dwellings if they meet certain standards. More specifically, the Government Code requires the following:

*“Except with respect to architectural requirements, a city ... shall only subject the manufactured home and the lot on which it is placed to the same development standards to which a conventional single-family residential dwelling on the same lot would be subject, including, but not limited to, building setback standards, side and rear yard requirements, standards for enclosures, access, and vehicle parking, aesthetic requirements, and minimum square footage requirements. Any architectural requirements imposed on the manufactured home structure itself, exclusive of any requirement for any and all additional enclosures, shall be limited to its roof overhang, roofing material, and siding material. These architectural requirements may be imposed on manufactured homes even if similar requirements are not imposed on conventional single-family residential dwellings. However, any architectural requirements for roofing and siding material shall not exceed those which would be required of conventional single-family dwellings constructed on the same lot. At the discretion of the local legislative body, the city or county may preclude installation of a manufactured home in zones specified in this section if more than 10 years have elapsed between the date of manufacture of the manufactured home and the date of the application for the issuance of a permit to install the manufactured home in the affected zone. In no case may a city, including a charter city, county, or city and county, apply any development standards that will have the effect of precluding manufactured homes from being installed as permanent residences.”*

The City treats manufactured homes as simply another form of construction and does not apply any requirements to them other than what normally applies to new residential construction. A number of manufactured homes have gone through the normal design review process and been approved and built. Manufacture home on individual lots are allowed in the R-1 Single Family Zoning District.

### ***Mobile Home Parks***

Campbell permits mobile home parks in the P-D Zoning District on parcels with a Mobile Home Park General Plan land use designation. There are currently two mobile home parks in Campbell: Paseo de Palomas (106 units) and Timbercove Mobile Home Park (137 units).

### ***Residential Care Homes and Residential Service Facilities***

Campbell’s Zoning Code defines Residential Care Homes as licensed facilities where care, services, or treatment is provided to persons living in a community residential setting. Residential Service Facilities are defined as a residential facility where the operator receives compensation for the provision of personal services, in addition to housing including protection, supervision, assistance, guidance, training, therapy, or other non-medical care. The Zoning Code distinguishes between small (six or fewer

occupants) and large (seven or more occupants) Residential Care Homes and Residential Service Facilities.

Section 1566.3 of the California Health and Safety Code requires residential facilities serving six or fewer persons to be considered a residential use of property for purposes of local zoning ordinances. No local agency can impose stricter zoning or building and safety standards on these residential facilities – such as a conditional use permit (CUP), zoning variance or other zoning clearance - than is required of a family dwelling of the same type in the same zone. The Campbell Zoning Code permits Residential Care Homes and Residential Service Facilities serving six or fewer persons by right in all residential zones (R-1, R-D, R-M, R-2, R-3, P-D), and does not subject such facilities to a use permit, building standard, or regulation not otherwise required of single-family homes in the same zone.

The Health and Safety Code further states that no local zoning ordinance can include residential facilities which serve six or fewer residents in the definition of a boarding house, rooming house, institution or home for the care of minors, the aged, or the mentally infirm, foster care home, guest home, rest home, sanitarium, mental hygiene home, or other similar term which implies that the residential facility is a business run for profit or differs in any way from a family dwelling. In compliance with the State statutes, the Campbell's Zoning Code provides the following separate definition for Rooming and Boarding Facilities, which are conditionally permitted in R-D, R-M, R-2 and R-3 zones:

*“Rooming and Boarding houses means houses with individual bedrooms that are rented to between three to five persons for profit, whether or not meals are provided.”*

Due to the unique characteristics of larger (more than six persons) residential care homes/facilities, most jurisdictions require a CUP to ensure neighborhood compatibility in the siting of these facilities. As indicated previously in Table B-5, the Campbell Zoning Code provides for Residential Care Homes and Service Facilities with more than six occupants in most all residential zone districts, subject to approval of a CUP by the Planning Commission. The required findings for approval of a CUP in Campbell are directed towards ensuring compatibility of the proposed use and not tied to the user, and therefore are not viewed as a constraint per se to the provision of residential care facilities.

The California courts have invalidated the following definition of “family” within jurisdictions Zoning Ordinances: (a) an individual, (b) two or more persons related by blood, marriage or adoption, or (c) a group of not more than a certain number of unrelated persons as a single housekeeping unit. Court rulings state that defining a family does not serve any legitimate or useful objective or purpose recognized under the zoning and land planning powers of the city, and therefore violates rights of privacy under the California Constitution. A zoning ordinance also cannot regulate residency by discrimination between biologically related and unrelated persons. In 2014, Campbell's Zoning Code was amended to redefine the term of “family”. Family now means: *“an individual or group of persons living together who constitute a bona fide single housekeeping unit in a dwelling unit. “Family” shall not be construed to include a fraternity, sorority, club, or other group of persons occupying a hotel, lodging house, or institution of any kind.”* The revised definition is now consistent with State and Federal law on the definition of family.

The previous definition of family (while not entirely consistent with the new definition) did not function to preclude residential care or other group housing from the City's residential zone districts, as evidenced by the State Community Care Licensing Division which identified three Adult Residential Facilities, three Adult Residential Facility for Persons with Special Health Care Needs, and fourteen Residential Care Facilities for the Elderly in Campbell.

### ***Transitional and Supportive Housing***

During the 2014 Zoning Ordinance amendment, Campbell provided specific definitions for supportive housing, transitional housing, and target population to comply with State Law. The new definitions are as follows:

- Transitional housing means *"buildings configured as rental housing development, but operated under program requirements that require the termination of assistance and recirculating of the assisted unit to another eligible program recipient at a predetermined future point in time that shall be no less than six months from the beginning of the assistance."*
- Supportive housing means *"housing with no limit on length of stay, that is occupied by the target population, and that is linked to an onsite or offsite service that assists the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, when possible, work in the community."*
- Target population means *"persons with low incomes who have one or more disabilities, including mental illness, HIV or AIDS, substance abuse, or other chronic health condition, or individuals eligible for services provided pursuant to the Lanterman Developmental Disabilities Services Act (Division 4.5 (commencing with Section 4500) of the Welfare and Institutions Code) and may include, among other populations, adults, emancipated minors, families with children, elderly persons, young adults aging out of the foster care system, individuals exiting from institutional settings, veterans, and homeless people."*

Until recently, Zoning Code Section 21.36.230, included requirements for a conditional use permit as well as a 300 foot separation requirement between transitional facilities and another similar facility or single-family zoned parcel. However, in 2014 Transitional and Supportive Housing became permitted uses in all residential zoning districts (R-1, R-D, R-M, R-2, R-3, and P-D). This is also shown in Table B-5.

### ***Emergency Shelters***

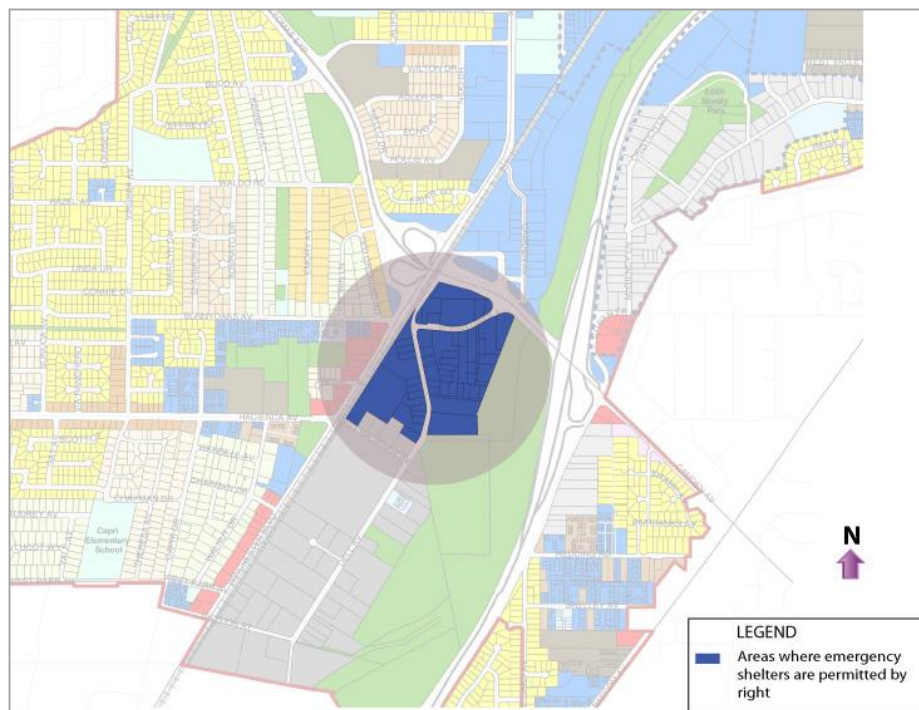
State Law requires that local jurisdictions allow for emergency shelters. In compliance with SB 2, Campbell has reviewed its zoning districts and determined a portion of the M-1 Zoning District is best suited to be most conducive to house an emergency homeless shelter. The 2014 amendment defined Emergency Shelter as *"temporary housing with minimal supportive services for homeless persons that is limited to occupancy of six months or less by a homeless person. No individual or household may be denied emergency shelter because of an inability to pay."* Emergency Shelters are now allowed, without a conditional use permit, in a portion of the M-1 (Light Industrial) Zoning District bounded generally by Camden Avenue, Los Gatos Creek County Park, Hacienda Avenue and Winchester Boulevard.



This sub-area of the M-1 Zoning District provides for light industrial and commercial uses, and is located centrally within the city and has good proximity to transit (bus and light rail service). While there are a limited number of vacant parcels within the identified M-1-S Sub-area, a large number of properties are either underutilized or have existing structures which could potentially be suitable for conversion to shelter use. The Sub-area encompasses 53 parcels with an average lot size of approximately 33,000 sq. ft (0.75 acres).

The emergency shelter by-right area is shown on Figure B-1. Emergency shelters in other locations will still approval of a conditional use permit in accordance with Title 21 of the Campbell Municipal Code.

**Figure B-1: Emergency Shelters as a Permitted Use**



As discussed in the Homeless section of the Housing Needs Assessment, the 2013 Santa Clara Homeless Survey identified 91 homeless people in Campbell and there are currently no homeless shelters in the City. Pursuant to SB 2, jurisdictions with an unmet need for emergency shelters are now required to identify a zone(s) where emergency shelters will be allowed as a permitted use without a conditional use permit or other discretionary permit. The identified zone must have sufficient capacity to accommodate the shelter need, and at a minimum provide capacity for at least one year-round shelter. Permit processing, development and management standards for emergency shelters must be objective and facilitate the development of, or conversion to, emergency shelters.

Based on the 2013 estimate of Campbell's homeless population (91 persons), it appears that this area is suitable for this purpose and of adequate size to provide sufficient opportunities to meet this requirement. This area is depicted in Figure B-1.

Section 21.36.085 of the Municipal Code establishes the standards for emergency shelters. The development standards in the Emergency Shelter Sub-Area are the same as for all other development in the M-1 Zone. The operational standards for emergency shelters are outline below.

- Maximum number of beds. Shall be based upon the number of homeless persons identified in the current Santa Clara County Homeless Census and Survey (the 2013 Homeless Census identified ninety-one homeless persons in the City).
- On-site parking. The shelter shall provide for one (1 ) parking space for each three (3) beds. Parking modifications, authorized by Section 21.28.050 of the Zoning Code, are routinely used to reduce the parking requirements for affordable housing, high density residential, and mixed use projects. There are no restrictions on the types of land uses, including emergency shelters, that are eligible to receive parking modifications.
- Waiting and intake area. The shelter shall provide a private area to receive clients for waiting and intake.
- Length of stay. Residents may stay for thirty days. Extensions up to a total of one hundred eighty (180) days may be provided by the on-site manager if no alternative housing is available.
- Lighting. The shelter shall have adequate outdoor lighting for security purposes.
- Security. On-site security and security cameras shall be provided.
- On-site management. The shelter shall provide 24-hour, professional on-site management pursuant to a Management and Operation Plan approved by the City.

### ***Single Room Occupancy (SRO)***

Single Room Occupancy facilities are defined as *“a residential facility providing dwelling units where each unit has a minimum floor area of 150 square feet and a maximum floor area of 220 square feet, and are rented to a one- or two-person household. These dwelling units may have kitchen or bathroom facilities, and are provided for a weekly or monthly period of time, in exchange for an agreed payment of a fixed amount of money or other compensation based on the period of occupancy.”* SRO’s can provide an entry point into the housing market for extremely low income individuals, formerly homeless and disabled persons. Campbell has reviewed the City’s zoning districts and determined that a portion of the R-3 zone is the most conducive to provision of SROs, either through new development or reuse of an existing building.

The City intends to conditionally allow SRO’s in the R-3-S Multiple-Family Zone. This zoning district is the City’s highest density residential zone and allows development up to 27 dwelling units per gross acre. This zoning district is distributed in areas throughout Campbell with the largest single area concentrated along Union Avenue on the eastern side of Campbell, in proximity to South Bascom Avenue. There are 92 parcels in the R-3 zone, with an average lot size of 48,000 sq. ft (1.1 acres), providing sufficient sites for SRO use.

### ***Farm Employee Housing***

The Census identifies fewer than one hundred Campbell residents employed in farming, fishing and forestry occupations, representing less than one percent of the City's labor force. No parcels in the City remain in agricultural use. Therefore, given the extremely limited presence of farmworkers in the community, the City has not identified a need for specialized farmworker housing beyond overall programs for housing affordability.

### ***Accessibility Accommodations***

Both the federal Fair Housing Act and the California Fair Employment and Housing Act impose an affirmative duty on local governments to make reasonable accommodations (i.e. modifications or exceptions) in their zoning and other land use regulations when such accommodations may be necessary to afford disabled persons an equal opportunity to use and enjoy a dwelling. For example, it may be a reasonable accommodation to allow covered ramps in the setbacks of properties that have already been developed to accommodate residents with mobility impairments.

It is the policy of the City of Campbell to provide reasonable accommodation for persons with disabilities seeking fair access to housing in the application of its zoning laws. In furtherance of this policy, Chapter 21.50 of the Zoning Code sets forth the process for making a request for reasonable accommodation. Campbell's process and findings for reasonable accommodation can be summarized as follows:

- The applicant is provided a form to identify the Zoning Code provision, regulation or policy from which accommodation is being requested, and to provide the basis for the claim and why the accommodation is necessary.
- The Community Development Director serves as the reviewing body for the request, unless the project for which the request is being made requires some other discretionary and use permit or approval.
- The following factors are considered in determining the reasonableness of a requested accommodation:
  - Special need created by the disability;
  - Potential benefit that can be accomplished by the requested modification;
  - Potential impact on surrounding uses;
  - Physical attributes of the property and structures;
  - Alternative accommodations which may provide an equivalent level of benefit;
  - In the case of a determination involving a single-family dwelling, whether the household would be considered a single housekeeping unit if it were not using special services that are required because of the disabilities of the residents.
  - Whether the requested accommodation would impose an undue financial or administrative burden on the city

The factors for consideration of a reasonable accommodation request do not serve as deterrents to housing accessibility. The "potential benefit" factor is a standard finding that is a restatement of the

City's policy that the granting of a reasonable accommodation is a benefit by definition as it facilitates providing fair access to housing. The "potential impact on surrounding uses" factor can be addressed, to the extent necessary, by evaluating alternative approaches to addressing the accessibility needs of the disabled to minimize the potential impact on the surrounding neighborhood.

Since adoption of the Reasonable Accommodation Ordinance in 2004, the City has had one request for a modification. The request involved a new market rate development which incorporated three affordable units pursuant to the City's inclusionary requirements. An income eligible applicant for one of the affordable units was physically disabled. The City approved the modification request through a ministerial process, and in addition provided funding to retrofit the affordable unit – including lowered countertops and a fully accessible bathroom.

#### **D. Development Permit Procedures**

The processing time needed to obtain development permits and required approvals varies depending on the scope of the project. Smaller projects typically require less time and larger projects more time. The City strives to keep its permit procedures streamlined and processing times minimal. The Planning Division is the lead agency in processing residential development applications and coordinates the processing of those applications with other City departments such as the Public Works Department and the Building Division of the Community Development Department.

Multi-family and Mixed-Use residential projects typically require some type of discretionary action. Projects with Planned Development (P-D) zoning designation require a P-D permit from the Planning Commission and City Council. Processing times for a P-D project take typically four to six months. This provision for P-D approvals is not a constraint on projects because the project usually requires other entitlements such as a parking adjustment, deviation from other development standards and/or subdivision map that would require public hearings. The requirement for a P-D approval for multi-family projects or mixed-use projects in P-D zoning districts allows for a case by case approach that can achieve maximum flexibility.

As residential neighborhoods in Campbell are nearly built-out, the majority of new residential development has been accommodated through mixed-use projects within the P-D Zoning District. The P-D mechanism allows for deviations in minimum lot size, lot coverage, building setbacks and building height standards.

Development certainty and predictability are provided through the General Plan, which clearly defines development scenarios for all areas zoned P-D. The General Plan Land Use Element provides for specific development types such as Central Commercial, Professional Office/Retail/Residential and describes mixed-use development as the preferred development type. These areas are described by the General Plan as follows:

- **Central Commercial:** This designation includes parts of Campbell and Winchester Avenues in Downtown Campbell and is intended to provide shopping, services and entertainment. It requires that the building forms in this designation edge the street, and should include retail commercial uses on the ground floor with either office or residential uses on the second and third floors.

- **Low-Medium Density Residential and/or Professional Office:** This designation occurs primarily near Downtown, where there is a need for office uses to buffer the single family homes from commercial impacts. Many parcels have homes that are on the Historic Inventory.
- **Medium to High Density Residential and/or Commercial:** This designation occurs near the Downtown in the South of Campbell Avenue (SOCA), where the General Plan identifies parcels for commercial or mixed use, promoting commercial on the ground floor, and residential uses above.
- **Residential/ Commercial/Professional Office:** This designation includes many areas in the City including the North of Campbell Avenue (NOCA), where the intention is to provide a residential component to traditional commercial and/or professional office uses. This designation also maintains commercial and office uses on the ground floor and residential uses on the upper floors.

Development standards are derived by two different sources for properties within the P-D zone. If the site is located in a Master Plan or Specific Plan area (e.g. for 11 of 17 opportunity sites) the development standards of the Master Plan are used as the starting point for the design and review of the P-D project. These Plans include the East Campbell Avenue Master Plan, the Winchester Boulevard Master Plan, and the South of Campbell Avenue (SOCA) and North of Campbell Avenue (NOCA) Area Plans. In areas where there is no Master Plan for an area (e.g. for 11 of 17 opportunity sites) development standards for the underlying zoning district are used. For example, projects in the Hamilton/STEX Area are evaluated using development standards of R-3, while those in the West Campbell Avenue Area use development standards of R-M, R-2, and R-3 Zones, depending on the site. Each of these zones has clear development standards that can be used while developing the project design.

However, because of the sufficient flexibility built into the P-D zone to resolve any project design challenges, the P-D zoning designation requires that specific findings be made, which focus on the exemplary architecture and high quality physical project design rather than simply the land use, and density or other numeric criteria. The review and approval of a P-D project are based upon considerations relating to site circulation, traffic congestion, and traffic safety; considerations related to landscaping; and considerations relating to structure and site lay-out.

These findings have allowed for a long track record of successful mixed-use projects including the Gateway mixed use (25 du/acre); Water Tower Lofts (27 du/acre); Onyx (27 du/acre); Campbell Center (26 du/acre); Gilman Cottages (27 du/acre); Creekside Commons (27 du/acre with a density bonus); and Merrill Gardens (34 du/acre with density bonus). These projects have all been approved by the City in a timely fashion (4 to 6 months typically) without impacting project feasibility.

Campbell's development process can be summarized in the following seven steps. All of these steps may not be necessary depending on the nature of a project. The first four steps in the development process are commonly referred to as the planning process, ending with project approval. Project construction and occupancy is addressed in the final three steps. The typical lengths of time for the planning process are shown in Table B-6.

- ❖ **Preliminary Application:** The preliminary application process is offered at minimal cost to applicants. The submitted plans are routed to all the applicable departments of the Development Review Committee for review and comment. The Development Review Committee consists of representatives from City Departments and the County Fire Department. Approximately three weeks after the application is submitted, the applicant is invited to meet with staff from the various departments to go over the comments, discuss any particular concerns, and explain any special requirements of the projects. This process can save developers time and money by addressing potential concerns at an early stage thereby avoiding delays later in the process.
- ❖ **Application Submittal:** The planning application submittal process is when a developer submits a development application, required fees, and application materials.
- ❖ **Plan Review:** After the application is received, it is routed through the Development Review Committee. A planner is assigned to serve as the developer's liaison helping to expedite the permit process and coordinating the department reviews. Individual departments assess the completeness of the application and prepare preliminary Conditions of Approval. A review of the environmental issues associated with the proposed project (as required by the California Environmental Quality Act) will also be completed at this time.
- ❖ **Planning Commission/City Council Approval:** If a project is determined to require discretionary action, it will be scheduled for the Site and Architectural Review Committee (if necessary) and Planning Commission meetings. Public Notice will be provided and all property owners within 300 feet of the project site will be notified by mail. In some instances (for example, Planned Development Permits), the project will require City Council approval. After projects receive approval by the Planning Commission there is a ten-day appeal period during which the project may be appealed to the City Council. The City Council decision is final.
- ❖ **Plan Check:** After the project receives any required approvals, the full plans may be submitted to the building division for plan check for building permits. The plans will be routed to the City's Public Works Department and Planning Division. The project planner will review the plans for conformance with the Zoning Code, any required Conditions of Approval, and with the plans approved by the Planning Commission or City Council. The building division will verify that all building, fire, mechanical, plumbing and electrical code requirements are fulfilled in compliance with the Uniform Building Code and other State requirements.
- ❖ **Building Permit:** After the project plans receive approval from the relevant departments, the building division issues a building permit. Construction can begin after this point. Regular inspections are required throughout the construction process. The final inspection requires clearance from all relevant City departments and the County Fire Department.

- ❖ **Occupancy Permit:** Once the final inspection is complete, the developer needs to secure an occupancy permit. If park impact fees are required, the remaining balance must be paid at this time. Buildings or structures cannot be used or occupied until the Building Official has issued a certificate of occupancy. The Table below shows the average processing time for typical residential development applications.

**Table B-6: Average Time Frames for Development Applications**

Application Type	Frequency of Hearings	Average Processing Time*
General Plan Amendment	4 times per year (per General Plan Element)	3-4 months
Zone Change	2 times per month	3-4 months
Planned Development Permit	2 times per month	4-6 months
Tentative Subdivision Map	2 times per month	2-3 months
Tentative Parcel Map	Administrative hearings are scheduled as needed	2-3 months
Conditional Use Permit	2 times per month	2-3 months
Site and Architectural Review Permit	2 times per month	3-4 months

Source: City of Campbell Planning Division, February 2014.

*\* Note: Processing times shown are averages and should not be used to assume that a specific project will be processed within this time period. The processing times apply to the first four phases of the development process.*

## **E. Fees and Exactions**

The City of Campbell collects various fees from developments to cover the costs of processing permits and providing the necessary services and infrastructure related to new development projects. Fees levied by the City are comparable to those charged in surrounding communities and thus not considered a constraint to housing development. Table B-7 below summarizes the planning and development fees collected by the City.

**Table B-7: Planning and Development Fees**

Type of Fee	Activity	Fee Amount
Planning Division	<i>Parcels less than 1 Acre</i>	
	General Plan Amendment	\$11,990
	Zone Change	\$8,375
	Planned Development Permit*	\$9,384
	EIR Review	Actual Cost + 20% Admin Overhead
	<i>Parcels 1 to 5 acres</i>	
	General Plan Amendment	\$11,990
	Zone Change	\$8,375
	Planned Development Permit*	\$13,255
	EIR Review	Actual Cost + 20% Admin Overhead
	<i>Parcels larger than 5 acres</i>	
	General Plan Amendment	\$11,990
	Zone Change	\$8,375
	Planned Development Permit	\$16,871
	EIR Review	Actual Cost + 20% Admin Overhead
	<i>Other Fees</i>	
	Tentative Parcel Map (4 lots or less)	\$5,995
	Tentative Subdivision Map (5+ lots)	\$8,870
	Site and Architectural: Single Family (per house)	\$1,530
	Site and Architectural: 1 – 5,000 sq. ft.	\$4,590
	Site and Architectural: 5,001 - 10,000 sq. ft.	\$6,730
	Site and Architectural: < 10,000 sq. ft.	\$9,620
	Administrative PD/Site & Architectural	\$1,010
Building Division	Building Permit: Valuations up to \$500,000	2.00% of sq. ft. cost
	Building Permit: Valuations above \$500,000	1.66% of sq. ft. cost
	Plan Check Fee	33% of Building Permit Fee
	Electrical, Plumbing, Mechanical	\$97 +\$37
	Construction License Tax	\$0.50 per square foot
	Roadway Maintenance	0.3% of Valuation
	General Plan Maintenance	8% of Building Permit
	Seismic Fee: Residential	.0001% of Valuation
	Seismic Fee: Others	.00021% of Valuation
Park Dedication In Lieu Fees	Low Density (Less than 6 units per acre)	\$17,105/unit
	Low/Medium (6 to 13 units per acre)	\$9,986/unit
	Medium (13 to 21 units per acre)	\$7,023/unit
	High Density (21 to 27 units per acre) & Second Dwelling Units	\$6,889/unit
Fire Department Review	Site and Architectural Approval	\$91.00/hr
	Project Plan Review	\$214.00
	Subdivisions	\$143.00 + \$10/lot

Source: City of Campbell Planning Division, February 2014.

As a means of assessing the cost that fees contribute to development in Campbell, the City has calculated the total Planning, Building, Public Works, and Non-City Agency fees associated with development of two different residential prototypes. The first prototype consists of two new single family residences, with parcel map on a lot with an existing single family residence. The building permit



related costs are based upon an estimated construction valuation of approximately \$255,000 for a 1,900 square foot single family residence with a 400 square foot garage. The second prototype is a new four unit multi-family project. The construction valuation for the four-plex is estimated to be approximately \$351,000 for four 800-square feet units. The building permit associated fees used in this evaluation were based upon recent building permits issued by the City of Campbell.

**Table B-8: Typical City and Non-City Fees for Single and Multi-family Residences<sup>1</sup>**

Application Fees by City Department	2 single-family residences with one existing residence on lot		4-unit multi-family project with credit of a single family residential home	
	Per Unit Cost	Total Cost	Per Unit Cost	Total Cost
<b>Planning</b>				
Planned Development Application Fee	\$9,384	\$9,384	\$9,384	\$9,384
Tentative Parcel Map	\$5,995	\$5,995	\$5,995	\$5,995
Park Impact Fee <sup>3</sup> (6 to 13 units per acre)	\$9,986	\$19,972	\$9,986	\$29,962
<b>Public Works</b>				
Final Parcel Map	\$3,775 + \$82 per parcel	\$3,939	\$3,775 + \$82 per parcel	\$4,103
Encroachment Permit	\$377	\$377	\$377	\$377
Storm Drain Area Fee (Multi-Family Residential)	\$2,385/acre	\$423	\$2,385/acre	\$5,546
<b>Building</b>				
Demolition Permit	Not applicable	\$0	\$257	\$257
Building Permit Fee	2% of Valuation	\$10,636	2% of Valuation	\$7,170
Plan Check Fee	33% of Building Permit Fee	\$4,023	33% of Building Permit Fee	\$3,053
Electrical, Plumbing, Mechanical	\$97 + \$37 x number of permits	\$804	\$97 + \$37 x number of permits	\$980
Construction License Tax	\$0.50 per square foot	\$2,300	\$0.50 per square foot	\$1,600
Roadway Maintenance Fee	0.3% of Valuation	\$1,524	0.3% of Valuation	\$1,053
General Plan Maintenance Fee	8% of Building Permit	\$812	8% of Building Permit	\$562
Seismic Motion and CA Building Standards Commission Fees <sup>2</sup>	0.0001 of Valuation and 0.0021 of Valuation	\$72	0.0001 of Valuation and 0.0021 of Valuation	\$50
<b>Non-City Agencies</b>				
School District (Elementary)	\$2.24 per sq. ft.	\$8,512	\$2.24 per sq. ft.	\$7,168
School District (High School)	\$0.79 per sq. ft.	\$3,002	\$0.79 per sq. ft.	\$2,528
Sewer	\$355 (Permit Fee) \$8,155 (Connection); \$1,288 (Capacity Fee)	\$19,596	\$355 (Permit Fee) \$8,155 (Connection); \$1,120 (Capacity Fee)	\$38,520
Fire – Site and Architecture (Residential)	\$91	\$182	\$91	\$364
<b>Total</b>		<b>\$71,956</b>		<b>\$80,152</b>
<b>Per Unit Cost</b>		<b>\$35,978</b>		<b>\$20,038</b>

Source: City of Campbell, West Bay Sanitary District, Campbell Unified School District, Campbell High School District, Santa Clara County Fire District, March 2014

1. The fees included here are typical fees, the exact fee amounts will vary based upon the precise location and nature of the project being permitted. In some cases, minor cost recovery fees have been added to simplify the presentation.
2. State Mandated fees.
3. Assumes no credit for private open space. Municipal Code Section 20.24.110 allows credits against the City's parkland dedication/in-lieu fee requirements for private open space amenities. These credits could further reduce these impact fee amounts.

As indicated in Table B-8, average development fees for the prototypical single-family in-fill project was approximately \$35,978 per unit while the cost for a small multi-family attached residential project was approximately \$20,038 per unit. In 2008, a similar case study analysis indicated that the typical costs were about \$32,000 and \$24,000 per unit, respectively.

## **F. Building Codes and Enforcement**

The City of Campbell has adopted the International Building Code of 2013, as amended by California's State Building Regulations (Title 24), which establishes standards and requires inspections at various stages of construction to ensure code compliance. The City's building code also requires new residential construction to comply with the federal American with Disabilities Act (ADA), which specifies a minimum percentage of dwelling units in new developments that must be fully accessible to the physically disabled. Although these standards and the time required for inspections increase housing production costs and may impact the viability of rehabilitation of older properties which are required to be brought up to current code standards, the intent of the codes is to provide structurally sound, safe, and energy-efficient housing.

The City administers a Code Enforcement Program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourages property owners to seek assistance through the rehabilitation assistance programs offered by Campbell or by the County of Santa Clara.

## **G. Site Improvements**

Developers of single-family residential tracts in the City are required to improve arterial and local streets; curbs, gutters, sidewalks; water lines; sewer; street lighting; and trees in the public right-of-way within and adjacent to a tract. These capital improvements are in most cases dedicated to the City or other agencies that are responsible for maintenance. Without improvement requirements, there are no other means of providing necessary infrastructure. Requirements for site improvements are at a level necessary to meet the City's costs and are necessary to protect health, safety, and welfare. The cost of these required improvements vary upon the width of property frontage. The developed portions of Campbell are already improved with necessary infrastructure, such as streets, electrical and water facilities. Depending on the project and the condition of the existing infrastructure, some projects may see a reduction in some site improvement costs. This reduction can help make some projects more affordable.

The Circulation Element of the City of Campbell's General Plan establishes the City's street width standards. Residential streets are required to have a standard 40 foot curb-to-curb width, with park strips and sidewalks. The City does allow reduced 36 foot street widths, although due to the impact on fire truck access, reduced street widths trigger fire sprinkler requirements in single-family homes. Most projects utilize private streets where the site constraints determine the specific street design.

The City has also allowed rolled curbs in situations where there is a reduced parkway/sidewalk width as a means of facilitating handicapped access for persons using the sidewalk. An example is the San

Tomas Area, a 1.5 square mile area in the southwest of the City governed by the San Tomas Area Neighborhood Plan. This Plan requires rolled curbs and no sidewalks on minor streets to create a semi-rural atmosphere, resulting in a reduced cost for off-site improvements.

### ***3. Availability of Public Facilities and Services***

As an urbanized community, Campbell has in place the necessary infrastructure to support additional residential development. All land designated for residential or mixed-use are served by sewer and water lines, streets, storm drains, telephone, electrical and gas lines. Public water supplies are provided by the San Jose Water Company and public sewer is provided by the West Valley Sanitation District. Natural gas and electricity is provided by Pacific Gas and Electric Company. Pursuant to the 2001 General Plan Environmental Impact Report, there is adequate water and sewer capacity to serve future development. To ensure the availability and adequacy of public facilities and services for future development, the City, along with other providers of public services (e.g., water and sewer), will continue to carry out regular infrastructure improvements and upgrading.

### ***4. Environmental Constraints***

Environmental constraints and hazards affect, in varying degrees, existing and future residential developments in Campbell. Discussed below are the major environmental hazards in the City. (More detailed discussion of environmental safety issues is provided in the Health and Safety Element of the General Plan)

#### **A. Geologic and Seismic Hazards**

Campbell is subject to the effects of earthquakes due to its location at the tectonic boundary between the Pacific and North American Plates. The movement of these plates leads to the accumulation of strain energy in the crustal rocks of the Bay Area. The release of strain energy by the sudden movement of a fault creates earthquakes. Several active faults in the Bay Area region create a high likelihood of future seismic events affecting Campbell. In particular, the San Andreas Fault, the Hayward-Rodgers Creek Fault and the Calaveras Fault pose the greatest earthquake threat because they have high quake odds and run through the Santa Clara Valley region's urban core.

Within Campbell, earthquake damage to structures can be caused by ground rupture, near-field effects, liquefaction and ground shaking. Damage associated with ground rupture is normally confined to roads, buildings and utilities within a narrow band along a fault. The primary earthquake hazards are ground shaking (acceleration of surface material) and liquefaction (sudden loss of soil strength due to the upward migration of groundwater as a result of ground shaking). Liquefaction in Campbell is most likely to occur in areas with fine-grained alluvial soils.

Unreinforced masonry buildings are extremely susceptible to ground shaking. The 1989 City Unreinforced Masonry Ordinance identified ten potentially hazardous buildings identified in the City. All of these buildings are non-residential structures.

## **B. Fire Hazards**

Campbell may be affected by brush and structural fires that can threaten life and property. Brush fires may occur due to natural or human causes on vacant lots where accumulation of weeds has increased the fuel load. Structure fires are most likely in buildings constructed prior to the advent of modern building codes, which comprise an increasingly smaller share of fire activity in Campbell. Most new buildings are equipped with fire protection features such as alarm systems and sprinklers. Campbell is not located in or immediately adjacent to areas subject to the hazards associated with wild land fires.

## **C. Flood Hazards**

A flood is a temporary increase in water flow that overtops the banks of a river, stream, or drainage channel to inundate adjacent areas not normally covered by water. Only a very small portion of Campbell is subject to flooding, according to maps issued by the Federal Emergency Management Agency (FEMA). Although natural factors such as overgrown brush and trees in creek channels can obstruct water flow and increase flood damage, development poses the highest potential to increase the magnitude and frequency of flooding. Campbell is primarily a suburban community with few undeveloped areas where storm water can percolate into the ground. Additional paving will further reduce infiltration and increase surface runoff. Localized flooding may also occur in low spots or where infrastructure is unable to accommodate peak flows during a storm event. In most cases, localized flooding dissipates quickly after heavy rain ceases. Many streets in the San Tomas neighborhood annexed into the City in the 1970s have a rural character with no curb, gutter or paving, which precludes installation of storm drain facilities. Although some nuisance flooding results, the City anticipates preserving the rural character of the area. No opportunity sites are located within the San Tomas neighborhood.

## **D. Impact of Environmental Constraints on Development**

In summary, while Campbell is subject to the environmental constraints described above, the City's General Plan Health and Safety Element sets forth a series of actions to minimize these constraints. Campbell incorporates this knowledge of safety hazards into its land use planning and development review processes.

The residential opportunity sites identified in the Housing Element were all evaluated for their suitability for housing as part of the environmental impact report (EIR) on the City's 2001 General Plan. The EIR concluded that all the opportunity sites – many of which were newly designated for mixed use under the General Plan – were suitable for residential use and their development would not result in a significant environmental impact. Campbell's General Plan EIR is a program EIR which is based on the concept of "tiering", which means that as project proposals are made on specific sites, the need for additional environmental analysis will be determined. If a proposed project has the potential for impacts which exceed those discussed in the General Plan EIR, additional environmental analysis will be required at that time.

## APPENDIX C. HOUSING ACCOMPLISHMENTS

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix C, the Housing Needs Assessment is comprised of the following components: (1) Evaluation of the Accomplishments under the Adopted Housing Element; and (2) Summary of the Quantified Objectives.

In order to develop an effective housing strategy for the 2015 to 2023 planning period, the City must assess the achievements of the existing housing programs. This assessment allows the City to determine the effectiveness and continued appropriateness of the existing programs and make necessary adjustments for the next eight years.

### ***1. Evaluation of Accomplishments under the Adopted Housing Element***

Under State Housing Element law, communities are required to assess the achievements under their adopted housing programs as part of the update to their housing elements. These results should be quantified where possible (e.g. the number of units that were rehabilitated), but may be qualitative where necessary (e.g. mitigation of governmental constraints). The results should then be compared with what was projected or planned in the earlier element. Where significant shortfalls exist between what was planned and what was achieved, the reasons for such differences must be discussed.

#### **A. Housing Element Goals and Policies**

Campbell's last Housing Element was adopted on August 27, 2009, and contained six goals that provided a foundation for a series of housing programs. The goals and related policies from the 2009—2014 Campbell Housing Element are as follows.

**Goal H-1:** *Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.*

Policy H-1.1: Property Maintenance: Encourage property owners to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.

Policy H-1.2: Acquisition and Rehabilitation: Strengthen multi-family neighborhoods through partnership with non-profit housing providers in the acquisition and rehabilitation of older residential structures, and maintenance as long-term affordable housing.

**Goal H-2:** *Improve housing affordability for both renters and homeowners in Campbell.<sup>1</sup>*

Policy H-2.1: Preservation of Affordable Housing: Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.

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<sup>1</sup> There was no Policy H-2.4 in the 2009-2014 Element. Policy H-2.4 was originally included in the 2001 Housing Element but was not carried over into the 2009 document. The original numbering has been retained in this Appendix for continuity purposes.

- Policy H-2.2: Rental Assistance: Support the provision of rental assistance to lower-income households.
- Policy H-2.3: Homeownership Opportunities: Support the provision of homeownership assistance to lower- and moderate-income households.
- Policy H-2.5: Special Needs Housing: Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of homelessness.

**Goal H-3:** *Encourage the provision of housing affordable to a variety of household income levels.*

- Policy H-3.1: Housing Development: Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives.
- Policy H-3.2: Inclusionary Housing: Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities. Create additional levels of affordability within the Inclusionary Housing ordinance in a way that does not create a governmental constraint to housing production.
- Policy H-3.3: Green Building: Encourage the use of sustainable and green building design in new and existing housing.

**Goal H-4:** *Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.*

- Policy H-4.1: Residential Sites: Assist developers in identifying sites suitable for residential and mixed use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.
- Policy H-4.2: Mixed-Use Development: Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.
- Policy H-4.3: Planned For Densities: Encourage the efficient and sustainable use of land through residential development near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, achieve at least 75 percent of the maximum General Plan Land Use category densities.

**Goal H-5:** *Minimize the impact of potential governmental constraints on the maintenance, improvement and development of housing.*

- Policy H-5.1: Regulatory Incentives: Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.
- Policy H-5.2: Secondary Dwelling Units: Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods.
- Policy H-5.3: Revise the City's Zoning Code: Clarify provisions for transitional and supportive housing, emergency shelters and Single Room Occupancy (SRO) facilities.

**Goal H-6:** *Promote equal opportunity for all residents to reside in the housing of their choice.*

Policy H-6.1: Fair Housing: Support the provision of fair housing services.

Policy H-6.2: Rights of Tenants and Landlords: Assist in educating tenants and landlords, and settling disputes between the two parties.

Policy H-6.3: Housing Accessibility: Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.

**B. Housing Element Implementation Program Accomplishments**

This section reviews the progress in implementing the housing programs since 2009, and their continued appropriateness for the 2015-2023 Housing Element. Table C-1 summarizes the City's housing program accomplishments since 2009 through 2013 and assesses the appropriateness of continuing the program.

**Table C-1: Review of Accomplishments under 2009 - 2014 Housing Element**

<b>Policy H-1.1: Property Maintenance.</b> Encourage property owners to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-1.1a Housing Rehabilitation Loan Program</b> <u>Action:</u> Provide financial assistance to owners of single-family homes and mobile homes who lack sufficient resources to make needed health and safety repairs. Assist 50 households over the 2009-2014 time period (10 extremely low, 35 very low, and 5 low income households).	<u>Progress:</u> Between 2009-2012, the City assisted a total 61 households for either rehab loans or repair grants. Beginning in mid-2012, the County of Santa Clara took on these responsibilities. No information is available concerning the County's subsequent implementation of these programs. <u>Effectiveness:</u> During its operation the City met overall housing rehabilitation and repair goals (approximately half way through the Housing Element cycle, approximately half the number of loans and grants had been issued). The programs are and have been effective in addressing health and safety repairs as well as some cosmetic repairs.
<b>H-1.1b Emergency Home Repair Grant Program</b> <u>Action:</u> Assist lower-income families and seniors in making repairs to correct urgent safety or health problems. Assist 50 households over the 2009-2014 time period (35 extremely low and 15 very low income households).	<u>Appropriateness:</u> Given the ongoing need to maintain the City's aging housing stock, the need for these programs remains highly appropriate. However, the transfer of the program to the County means that fewer loans and grants may be available to City residents.
<b>H-1.1c Code Enforcement Program</b> <u>Action:</u> Ensure ongoing maintenance of housing stock. Continue to implement current program, and establish annual goal for units that could qualify for rehabilitation assistance.	<u>Progress:</u> The City continues to maintain a Code Enforcement Program to ensure compliance with local land use and housing requirements. The current program relies on both proactive field surveys and reactive responses to public complaints. Between 2010 and 2013, the City's Code Enforcement Program did an average of 127 inspections per year (no information was available for 2009). <u>Effectiveness:</u> The Program has been effective at addressing housing condition issues. <u>Appropriateness:</u> The Program remains appropriate for the upcoming period.

<b>Policy H-1.2: Acquisition and Rehabilitation</b>	
Strengthen multi-family neighborhoods through partnership with non-profit housing providers in the acquisition and rehabilitation of older residential structures, and maintenance as long-term affordable housing.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-1.2a Multi-Family Acquisition and Rehabilitation</b> <u>Action:</u> Assist non-profit housing corporations in identifying and acquiring deteriorating properties in need of rehabilitation. Provide financial assistance in acquisition and rehabilitation of targeted properties.	<u>Progress:</u> No requests for financial assistance for Multi-Family Acquisition and Rehabilitation were made to the City. No set-aside funds were used in this period for this program. Due to the elimination of RDA in 2012, no funds are currently available for this program. <u>Effectiveness:</u> No new acquisition/rehab projects were identified in the prior reporting period. <u>Appropriateness:</u> The program remains appropriate. However the loss of RDA set aside funds leaves the program without a specified funding source. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

<b>Policy H-2.1: Preservation of Affordable Housing</b>	
Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-2.1a Preservation of Assisted Housing</b> <u>Action:</u> Preserve 390 rental units at-risk of conversion. Monitor at-risk units, participate in preservation, conduct tenant education and support in location of alternate housing.	<u>Progress:</u> During the 2009 – 2014 period no affordable rental project was converted to market rate. The City continues to monitor at-risk units through the preparation of an Annual Housing Element Progress Report. Additionally, the City provided technical assistance to San Tomas Gardens and Rincon Gardens by facilitating tax credits to continue providing affordable units. The City provided financial assistance to Sharmon Palms through deferred low-interest, long-term loans to allow them to continue to provide affordable units. The City is currently working with Senior Housing Solutions to transfer ownership of 3 senior residences to Catholic Charities. No set-aside funds were used during this period for this program. <u>Effectiveness:</u> The program is very successful at preserving assisted rental housing. <u>Appropriateness:</u> Preservation of assisted rental housing remains highly appropriate. The Planning Department maintains a list of affordable housing projects, and it will be important for the City to continue to verify the status of the projects each year. Campbell does not anticipate the loss of any affordable units in the next cycle.



<b>Policy H-2.2: Rental Assistance</b> Support the provision of rental assistance to lower-income households.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-2.2a Section 8 Rental Assistance</b> <u>Action:</u> Continue to provide Section 8 rental assistance in cooperation with the County to assist extremely low and very low income tenants.	<u>Progress:</u> The City encourages landlords to contact the Housing Authority for Section 8 rental assistance. Information on Section 8 rental assistance is available on the City's website. Housing Authority handouts have also been made available to interested parties. <u>Effectiveness:</u> The program is very successful in providing needed rental assistance in Campbell. <u>Appropriateness:</u> The program remains appropriate for the upcoming period.
<b>H-2.2b One-time Rental Assistance Program</b> <u>Action:</u> In partnership with Catholic Charities and Sacred Heart, and Redevelopment Agency to assist residents at risk of homelessness by providing one-time or temporary rental assistance	<u>Progress:</u> During this period, the City provided assistance through set-aside funds to approximately 160 households. During its operation the City met overall housing rehabilitation and repair goals - approximately half way through the Housing Element cycle, half the number of loans and grants had been issued. However, after the elimination of the Redevelopment Agency and the loss of CDBG funding, program funding has been eliminated. <u>Effectiveness:</u> The rental assistance program was effective in preventing homelessness from short-term financial difficulties. <u>Appropriateness:</u> The need for the program remains appropriate for the upcoming Housing Element cycle. However, no funding sources have been identified. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

<b>Policy H-2.3: Homeownership Opportunities</b> Support the provision of homeownership assistance to lower- and moderate-income households.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-2.3a First Time Homebuyer Program</b> <u>Action:</u> Assist in expanding homeownership opportunities to moderate income households. Provide financial assistance to 50 households between 2009 and 2014.	<u>Progress:</u> Between 2009-2013, the City provided 14 loans for this program, prior to dissolution of RDA. The County of Santa Clara Office of Affordable Housing now provides First Time Homebuyer loans to Campbell residents as part of their County-wide program. The First Time Homebuyer Program was advertised on the City's website, and is still advertised on the City's website with information directing the public to contact other agencies that can assist with first time home buyer loans. <u>Effectiveness:</u> The loss of RDA funding limited the effectiveness of this program after 2011. <u>Appropriateness:</u> The program remains appropriate however the loss of RDA set aside funds leaves the program without a specified funding source. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

<b>Policy H-2.3: Homeownership Opportunities</b> Support the provision of homeownership assistance to lower- and moderate-income households.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-2.3b Mortgage Credit Certificate</b> <u>Action:</u> Promote the MCC Program through local realtors, on the City's website, and through the City's Housing Program brochure.	<u>Progress:</u> The City advertises the Mortgage Credit Certificate Program on the City's website directing the public to contact their lender. No MCC's were issued during the period of this Housing Element. <u>Effectiveness:</u> As long as Congress continues to approve funds for the MCC program, Santa Clara County will be eligible to receive them. <u>Appropriateness:</u> At \$570,000, the maximum purchase prices for existing units under the MCC program could still apply in Campbell (although few new units would fall within the \$630,000 maximum purchase price for new construction). While the MCC program remains appropriate, rather than a numeric goal, the City's objective will be to promote program availability.
<b>H-2.3c Foreclosure Prevention</b> <u>Action:</u> Promote the availability of foreclosure counseling services.	<u>Progress:</u> Between 2009-2013, the City provided foreclosure counseling services through Project Sentinel. Property owners were notified through the City newsletter, website and direct mailing. <u>Effectiveness:</u> This program was very effective in previous Housing Element cycles, however the loss of RDA funding means that no records were kept regarding this program. <u>Appropriateness:</u> The program remains appropriate for the upcoming period.

<b>Policy H-2.5: Special Needs Housing</b> Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of homelessness.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-2.5a Shared Housing Program</b> <u>Action:</u> Support provision of shared housing opportunities offered through outside agencies. Continue to fund and advertise program.	<u>Progress:</u> Based on the Great Recession, no shared housing programs were established for seniors or single-parents. <u>Effectiveness:</u> The program has been effective and the City anticipated the continuation of this program through Catholic Charities shared housing program. <u>Appropriateness:</u> The program remains appropriate for single parent households and seniors. However, there is no funding for this activity and long agency with the resources to provide this service. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to the continuation of this program.
<b>H-2.5b Homeless Assistance/ Shelter Provisions</b> <u>Action:</u> Coordinate efforts with Silicon Valley jurisdictions and service providers to assist the homeless.	<u>Progress:</u> The City continues to refer homeless persons and families needing assistance to organizations that provide these services and continues to participate in regional activities and programs. <u>Effectiveness:</u> The program has been somewhat effective at bringing homeless persons in contact with support and assistance organizations in the county. <u>Appropriateness:</u> The 2013 Homeless Census and Survey indicated that there are 91 homeless persons in Campbell. As a result, the program remains appropriate for the upcoming period.

<b>Policy H-3.1: Housing Development</b>	
Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives.	
<b>Program</b>	<b>Accomplishments</b>
<p><b>H-3.1a Affordable Housing Development</b></p> <p><u>Action:</u> Grant land write-downs, regulatory incentives, and/or direct assistance to support development of affordable housing for families, seniors and special needs populations. The City's Redevelopment Agency will partner with affordable housing developers to integrate extremely low income units into new rental developments.</p>	<p><u>Progress:</u> City staff continues to meet with developers for potential affordable housing sites. City provided financial assistance for 511 - 555 W. Campbell Avenue for development of 16 low, and 8 very low affordable units. The elimination of the Redevelopment Agency in 2012 has limited the ability of the City to financially assist in additional affordable housing projects.</p> <p><u>Effectiveness:</u> Despite limited financial resources, the City was successful in facilitating several affordable housing projects through a combination of financial and regulatory tools.</p> <p><u>Appropriateness:</u> Providing financial and regulatory support for affordable housing remains critical to addressing the City's housing needs. Future programs will not have the powers and resources previously utilized by the Redevelopment Agency. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to the continuation of this program.</p>

<b>Policy H-3.2: Inclusionary Housing</b>	
Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities. Create additional levels of affordability within the Inclusionary Housing ordinance in a way that does not create a governmental constraint to housing production.	
<b>Program</b>	<b>Accomplishments</b>
<p><b>H-3.2a Citywide Inclusionary Housing Ordinance</b></p> <p><u>Action:</u> Amend the Inclusionary Housing ordinance to provide more flexibility for targeting lower affordability levels.</p>	<p><u>Progress:</u> In 2006 the City adopted an Inclusionary Ordinance requiring 15% affordability citywide. Rental projects are required to provide low and very low income units (Min. 40% very low), and ownership projects are required to provide low and moderate income units. The Ordinance also included provisions for in-lieu fees. The City continues to implement the program. Due to the recession and staff turn-over, the ordinance has not been updated.</p> <p><u>Effectiveness:</u> The inclusionary ordinance has been effective in integrating affordable units within market rate developments. Two projects have taken advantage of density bonus incentives in conjunction with fulfilling inclusionary requirements.</p> <p><u>Appropriateness:</u> The inclusionary ordinance remains appropriate to continue in the next Housing Element cycle.</p>

<b>Policy H-3.3: Green Building</b> Encourage the use of sustainable and green building design in new and existing housing.	
<b>Program</b>	<b>Accomplishments</b>
<p><b>H-3.3a Green Building</b></p> <p><u>Action:</u> The City is concerned about the continued availability of all resources for the development of affordable housing. The City of Campbell has adopted three Green policies as recommended by the Santa Clara County Cities Green Building Collaborative (GBC), intended to promote climate protection strategies and regional reductions in greenhouse gas emissions. GBC's three near term policy recommendations, adopted by Campbell include the following:</p> <ul style="list-style-type: none"><li>• Recognizing/adopting the LEED and GreenPoint Rated rating systems as a standard for green building evaluation;</li><li>• Completion of the "Green Checklist" as part of development applications, including remodels over 500 square feet; and</li><li>• LEED Silver certification for all new or renovated municipal buildings over 5,000 square feet.</li></ul>	<p><u>Progress:</u> The City implements these requirements as part of the planning/entitlement and building permit phases and requires the completion of the "green checklist" for retrofits and new development.</p> <p>In 2010, additional green building measures were added to the City's Green Building Ordinance including requiring CalGreen mandatory on all residential units, and on all non-residential remodels and tenant improvements meeting particular conditions. The City also provided the Green Building requirements on the City's website.</p> <p>In February 2014, the City adopted the California Green Building Code Standards to ensure that new development follows the State requirements to promote green buildings.</p> <p><u>Effectiveness:</u> The Program has resulted in new residential projects being built to a "greener" standard.</p> <p><u>Appropriateness:</u> The Program remains appropriate for the upcoming Housing Element cycle.</p>

Policy H-4.1: Residential Sites	
Assist developers in identifying sites suitable for residential and mixed use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.	
Program	Accomplishments
<p><b>H-4.1a Housing Opportunity Sites</b></p> <p><u>Action:</u> As part of the update to the Housing Element, a parcel-specific analysis of vacant and underutilized sites was conducted to identify Opportunity Sites for development within the planning period. The Opportunity Sites analysis identifies 18 sites that have adequate capacity to address Campbell's 2009-2014 housing production goals. In order to specifically encourage and facilitate development on these Opportunity Sites, the City will undertake the following actions:</p> <ul style="list-style-type: none"> <li>• Contact property owners within the Opportunity Sites to discuss the City's desire to develop housing in these areas and the availability of financial and regulatory development incentives.</li> <li>• Allow for reductions in parking for properties within 1/4 mile of a VTA light rail station.</li> <li>• Post the Housing Element sites inventory on the City's website as a tool for developers, and provide as a handout at the public counter.</li> <li>• Describe P-D development standards, derived from applicable Area Plans and comparable zoning districts, in sites inventory to provide greater clarity to developers.</li> <li>• Update on an annual basis in conjunction with the General Plan progress report.</li> <li>• Provide technical assistance to property owners and developers in support of lot consolidation, including assessor parcel data and information on density and design incentives.</li> <li>• Assist developers in completing funding applications in support of development, and as appropriate, provide local funds and/or land as leverage.</li> </ul>	<p><u>Progress:</u> City maintains an active list of opportunity sites, contacts property owners, promotes sites on the City's website, and updates sites as needed. The City has consistently implemented the majority of these provisions into Campbell's development review and public information processes.</p> <p>There are two provisions that have not been consistently implemented area the General Plan program report, which were not prepared in a timely manner in recent years due to budget cuts and staff turnover, and providing local funds for development as a result of the loss of the Redevelopment Agency in 2012.</p> <p>The loss of Redevelopment Agency funding combined with the effects of the Great Recession significantly reduced the ability of the City to provide financial support to residential projects.</p> <p><u>Effectiveness:</u> Higher density residential development has occurred (or is currently underway) on five of the 18 Opportunity Site Areas and parking two parking reductions were approved. These projects resulted in the development of 31 additional affordable units. The Planned Development (P-D) Zone continues to facilitate flexible development that accommodates higher density residential development.</p> <p><u>Appropriateness:</u> Many of these activities continue to be appropriate during the upcoming Housing element cycle.</p>

<b>Policy H-4.2: Mixed-Use Development</b>	
Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-4.2a Mixed-Use Development</b> <u>Action:</u> The City will ensure that residential development is included in the mixed-use projects on opportunity sites in order to address RHNA goals. Mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. The maximum floor area ratios (FAR) are contained in specific land use policies within each Area or Specific Plan. Residential densities are not counted against the allowable FAR.	<u>Progress:</u> The City has also implemented mixed use development principles in several projects approved during the 2009-2014 Housing Element Cycle. The Merrill Gardens senior housing development, Bay West, and Riverside Plaza projects all contained both commercial and residential uses in a mixed use context.  Additionally, the parking ordinance was amended in 2011 to accommodate shared parking between commercial and residential uses to accommodate the parking needs for mixed-use developments.  <u>Effectiveness:</u> Four of the five higher density projects on the 18 Opportunity Site Areas incorporated mixed use principles into their designs. (The single Opportunity Site project, a small lot single family in-fill project, was not located in an area where a mixed use development was viable or appropriate.) This program has been very effective in encouraging mixed-use development.  <u>Appropriateness:</u> This action statement is still appropriate to facilitate mixed-use projects.

<b>Policy H-4.3: Planned For Densities</b>	
Encourage the efficient and sustainable use of land through residential development near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.	
<b>Program</b>	<b>Accomplishments</b>
<b>H-4.3a Planned for Densities</b> <u>Action:</u> To encourage the efficient and sustainable use of land, the City encourages residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities. The City will review development proposals to strive to achieve the “planned for” densities.	<u>Progress:</u> City staff has been active to inform developers to develop at the higher end of permitted densities. The Planning Department informs applicants of Council policy that projects need to be constructed with a density at least 75% of the maximum allowable density.  <u>Effectiveness:</u> The policy has been effective at obtaining higher residential densities in recently projects.  <u>Appropriateness:</u> This policy is effective at creating higher density projects with more dwelling units and should be continued.

**Policy H-5.1: Regulatory Incentives**

Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Program	Accomplishments
<p><b>H-5.1a Density Bonus</b></p> <p><u>Action:</u> Continue to offer density bonus and/or other regulatory incentives/concessions to facilitate affordable and senior housing; advertise program availability. In compliance with current State law, the City offers density bonuses and regulatory incentives/concessions to developers of affordable and/or senior housing in all residential zones. Applicants of residential projects of five or more units may apply for a density bonus and additional development incentive(s) if the project provides for one of the following:</p> <ul style="list-style-type: none"> <li>• 10 percent of the total units for lower income households; or</li> <li>• 5 percent of the total units for very low income households; or</li> <li>• A senior citizen housing development or mobile home park that limits residency based on age requirements for housing for older persons; or</li> <li>• 10 percent of the total dwelling units in a condominium for moderate income households.</li> </ul>	<p><u>Progress:</u> In 2008, the Density Bonus Ordinance was updated to be consistent with state law. The City includes information on the City's website regarding density bonus program. During the planning period, the Merrill Gardens and Bay West projects were granted affordable housing density bonuses.</p> <p><u>Effectiveness:</u> The City advertises the availability of density bonus incentives on its website, and provides information to prospective residential applicants.</p> <p><u>Appropriateness:</u> Based upon local experience, density bonuses offer a means of offsetting the cost of providing additional affordable units.</p>

**Policy H-5.2: Secondary Dwelling Units**

Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods

Program	Accomplishments
<p><b>H-5.2a Secondary Dwelling Units</b></p> <p><u>Action:</u> Facilitate the construction of new second units. The City will facilitate the construction of new second units by making information available to the public.</p>	<p><u>Progress:</u> Between 2009-2013, nine secondary dwelling unit permits were approved. However, only 4 were constructed and obtained final occupancy certificates. Some of the remaining permits have expired while one is currently in plan check.</p> <p><u>Effectiveness:</u> With an average of 2 secondary dwelling unit applications annually, this program has been effective in provided needed rental housing.</p> <p><u>Appropriateness:</u> This program should be continued.</p>

<b>Policy H-5.3: Revised Zoning Code</b>	
Revise the City's Zoning Code to clarify provisions for transitional and supportive housing, emergency shelters and Single Room Occupancy (SRO) facilities.	
<b>Program</b>	<b>Accomplishments</b>
<p><b>H-5.3a Zoning Text Amendments</b></p> <p><u>Action:</u> Amend Zoning Code as part of the Governmental Constraints analysis for the Housing Element update and pursuant to new requirements under SB 2, several revisions to the Campbell Zoning Code have been identified as appropriate to better facilitate the provision of a variety of housing types. These zoning revisions include:</p> <ul style="list-style-type: none"> <li>• Specifically list manufactured housing as a permitted use within the R-1 zone, subject to architectural requirements within the parameters of State law.</li> <li>• Revise the current zoning definition of "family" consistent with state and federal fair housing laws.</li> <li>• Add single room occupancy (SRO) facilities within the Code's definition section, and conditionally allow them within the R-3-S zone.</li> <li>• Eliminate the CUP and spacing requirements for transitional housing in residential zones.</li> <li>• Identify emergency shelters as a permitted use in that portion of the M-1 zone bounded generally by Camden Avenue, Los Gatos Creek County Park, Hacienda Avenue and Winchester Boulevard.</li> </ul>	<p><u>Progress:</u> The City is in the process of amending the Municipal Code to address these issues. City Council adoption of these items is expected in September of 2014, completing this program.</p> <p><u>Effectiveness:</u> Amendment the Municipal Code is an effective method to deal with changes to State Planning and Zoning Law.</p> <p><u>Appropriateness:</u> Periodic amendments of the Municipal Code and General Plan to comply with changes in legal requirements are expected to continue.</p>

<b>Policy H-6.1: Fair Housing</b>	
Support the provision of fair housing services.	
<b>Program</b>	<b>Accomplishments</b>
<p><b>H-6.1a Fair Housing Program</b></p> <p><u>Action:</u> Through the County, continue to financially support Project Sentinel and promote the organization's fair housing services through dissemination of brochures.</p>	<p><u>Progress:</u> The City continues to refer Fair Housing complaints to Project Sentinel.</p> <p><u>Effectiveness:</u> This program has proven to be very effective in educating rental property owners and defending discrimination cases.</p> <p><u>Appropriateness:</u> This program is still appropriate and will continue to receive funds from Santa Clara County to provide services to all non-entitlement cities, including Campbell.</p>



**Policy H-6.2: Right of Tenants and Landlords**

Assist in educating tenants and landlords, and settling disputes between the two parties.

Program	Accomplishments
<b>H-6.2a Rent Mediation Program</b> <u>Action:</u> Continue to enforce the Rental Increase Dispute Resolution Ordinance and offer the Rent Mediation Program as a means of settling disputes/issues between tenants and landlords; advertise program availability.	<u>Progress:</u> Tenant and landlord conciliations and mediations continue to occur as needed. The City contracts through Project Sentinel to provide assistance in settling disputes/issues between landlord and tenants. The City and Project Sentinel both provide brochures, and the City provides information on the City website on how to contact Project Sentinel. <u>Effectiveness:</u> This program is very effective and has a historic track record of resolving over 90% of cases. <u>Appropriateness:</u> This service continues to be appropriate and is funded through the City's business license fees paid by apartment owners.

**Policy H-6.3: Housing Accessibility**

Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.

Program	Accomplishments
<b>H-6.3a Reasonable Accommodation</b> <u>Action:</u> The City will monitor its reasonable accommodation procedure for its effectiveness and potential impacts on housing for persons with disabilities.	<u>Progress:</u> The City receives less than one request per year (on average). The City annually provides monitoring by submitting the Annual Housing Element progress report. <u>Effectiveness:</u> This program has resulted in appropriate accommodations in housing for the disabled. <u>Appropriateness:</u> This program continues to be appropriate.

## 2. Summary of Quantified Objectives

Table C-2 summarizes the quantified objectives contained in Campbell’s 2009 – 2014 Housing Element, and compares the City’s progress in fulfilling these objectives. This summary is based upon actual building permits from 2009 -2013 with the addition of residential units currently under construction.

As illustrated in Table C-2, based on review of residential building permits issued between January 2009 and December 2012, the City fulfilled 61 percent of its total regional housing construction needs as indicated by RHNA. This is based upon the standard of project building at densities greater than 20 units per acre that are potentially affordable by most income groups. This is demonstrated by the large number of Low Income-affordable housing that was constructed during the period. However, housing production during this period was adversely effected by The Great Recession. In recent years the amount of housing production has increased to pre-recession level.

**Table C-2: Summary of Quantified Objectives**

Income Level	New Construction		Rehabilitation		Conservation	
	Goal <sup>1</sup>	Progress	Goal <sup>2</sup>	Progress	Goal <sup>3</sup>	Progress
Very Low	199	32	14 – 34	61	234	234
Low	122	300	16 - 36		419	419
Moderate	158	67	-	-	-	
Above Moderate	413	149	-	-	-	
<b>Totals</b>	<b>892</b>	<b>543</b>	<b>50</b>	<b>61</b>	<b>653</b>	<b>653</b>
<sup>1.</sup> Reflects RHNA. <sup>2.</sup> Reflects City assisted single-family rehabilitation. <sup>3.</sup> Reflects Section 8 (234 households) and preservation of the at-risk units.						

The City and its Redevelopment Agency facilitated development of several affordable and mixed income projects during the planning period. The City’s Below Market Rate Housing program resulted in the construction of 32 Very Low Income units. In addition five secondary dwelling units were also constructed and are shown in the Moderate Income category.

Rent levels for second units can be approximated by looking at rents for one-bedroom apartments, which average around \$1,725 in Campbell, compared to a low income rent threshold of \$1,600 for a one-bedroom unit and \$2,435 for moderate income households.

In terms of housing rehabilitation, the City provided assistance to 61 single-family homeowners, fulfilling its goal to assist 50 households prior to the loss of the RDA and CDBG funding.

## **APPENDIX D. INVENTORY OF OPPORTUNITY SITES**

### **1. Introduction**

Appendix D contains a detailed opportunity sites analysis of specific sites that has been prepared to demonstrate that an adequate inventory of vacant and underutilized land with appropriate general plan and zoning designations currently exists to meet the City of Campbell's Regional Housing Need Allocation (RHNA) requirements. The following table provides a parcel-specific detailed analysis of the various Opportunity Sites for the City of Campbell, suitable for development within the 2015-2023 planning period.

### **2. Local Setting**

Campbell is a substantially built out City with very few vacant properties. In the context of this discussion, "built-out" means the existence of a structure or an active use on virtually all properties in Campbell. In addition, many of the currently vacant sites were also once occupied by a structure. Consequently, virtually all new development involves the removal of existing structures and the re-use or redevelopment of a site. This condition has not prevented the development of new housing in Campbell and is the common practice in substantially built-out urban areas.

### **3. Opportunity Sites**

#### **A. Methodology**

The identification of potential sites was based upon several criteria. A detailed analysis of potential opportunity site areas was conducted during the preparation of the Housing Element. The focus of the site selection was the need to ensure that the objectives of the Housing Element were integrated with the other elements of the General Plan. The Land Use and Transportation Element of the General Plan has an objective of concentrating new residential development around the existing VTA transit stations and around the downtown (i.e. the designated Priority Development Area) to facilitate the redevelopment of areas with under-utilized sites and/or occupied with obsolete buildings, and to try to reduce traffic impacts. Five of the six Opportunity Site Areas meet this objective. The sixth Opportunity Site Area, the Dot Avenue area was also included since it represents one of the largest vacant residential sites in Campbell.

If this initial screening process had not succeeded in identifying adequate opportunity sites, then other lower priority areas (e.g. more remote to transit, etc.) would have been included. Each of the Opportunity Sites have the appropriate General Plan and Zoning designations to accommodate housing and have access to roads, water, sewer, electricity and/or natural gas, and telecommunication services.

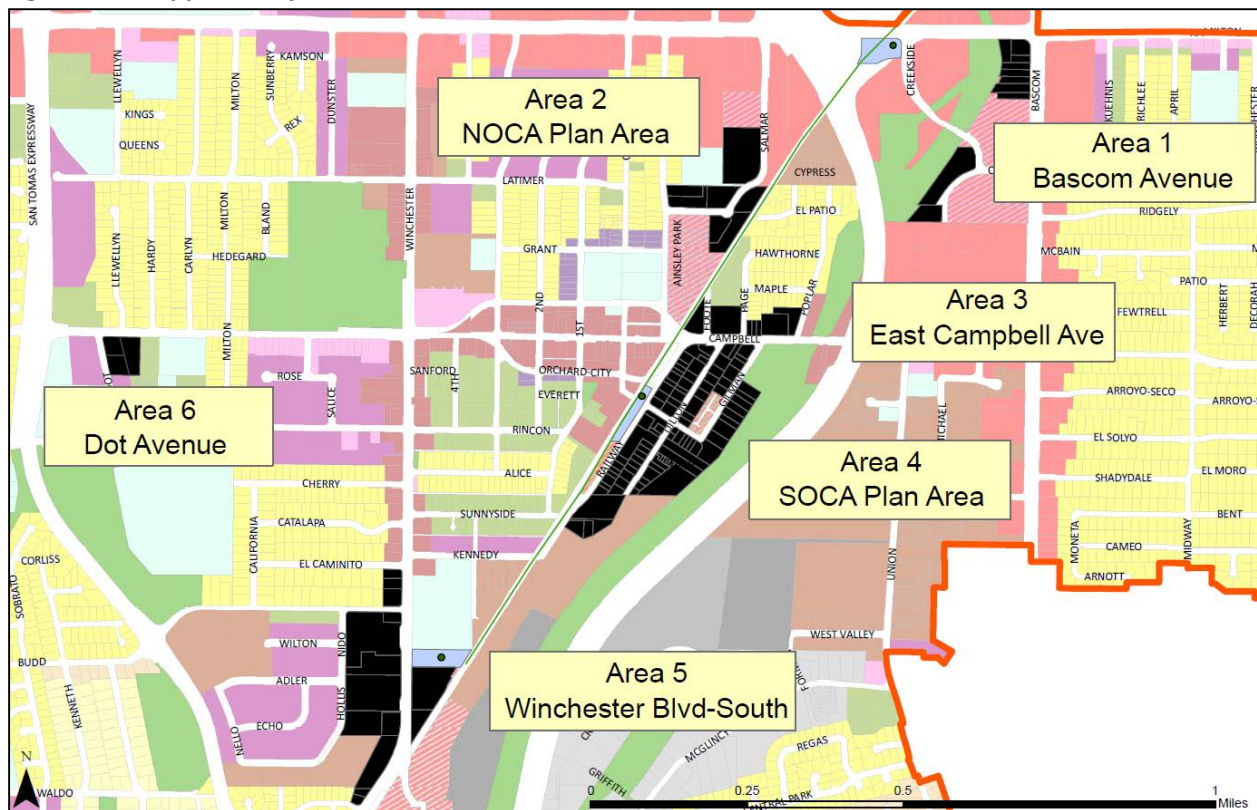
Several opportunity site areas from the 2009-2014 Housing Element were removed from consideration in the 2015-2023 Element. Much of the 2009 Area 2 (West Campbell Avenue), 2009 Area 4 (East Campbell Avenue), and 2009 Area 6a (NOCA) were removed from the list of sites because many of the areas have already been developed with new higher density housing or with revitalized commercial development. The remaining vacant sites in these areas (NOCA, East Campbell Avenue, and Dot Avenue) are still on the

list of opportunity sites. The northern and central portions of the Winchester Boulevard corridor were also removed since these previously developed sites were more remote from the transit stations and because the City was able to meet its RHNA requirements with higher priority sites located closer to transit.

## B. Opportunity Site Areas

Using the criteria discussed above, six Opportunity Site Areas were identified by the City. Most of the Opportunity Sites Areas are located in and around the Priority Development Area and/or are within one-half mile of a VTA Station. Most of the identified Opportunity Site Areas have a realistic potential for mixed use development and many correspond to actual master or area plan boundaries intended to facilitate the development of mixed use projects. The exceptions are the Bascom Avenue Corridor, Dot Avenue, and West Hamilton Avenue Areas which are grouped geographically. The general locations for the Opportunity Site Areas are depicted in Figure D-1.

**Figure D-1. Opportunity Site Areas**



The six general opportunity site areas are described below and summarized in Table D-1.

- **Area 1** is the Bascom Avenue Corridor is located near the intersection with E. Hamilton Avenue and includes property along Campisi Way. This area is located in close proximity to the Hamilton VTA Light Rail Station. Number of Sites - 9, Total Area – 5.01 acres, Estimated Residential Yield - 109 units.

- **Area 2** consists of the remaining non-residentially developed properties within the North of Campbell Avenue (NOCA) Area Plan. These sites are generally located along Salmar Avenue south of Hamilton Avenue. This area is near the Hamilton VTA Station. Number of Sites 7, Total Area – 8.30 acres, Estimated Residential Yield- 136 units.
- **Area 3** is located east of Downtown Campbell and includes both the north and south sides of East Campbell Avenue. This area is within the East Campbell Avenue Master Plan area and is near the Downtown Campbell VTA Station. Number of Sites 13, Total Area – 5.16 acres, Estimated Residential Yield- 116 units.
- **Area 4** is southeast of Downtown Campbell along Railway, Dillon and Gilman Avenues in the South of Campbell Avenue (SOCA) Area Plan. This area is near the Downtown Campbell VTA Station. Number of Sites 81, Total Area – 19.76 acres, Estimated Residential Yield- 419 units.
- **Area 5** is along Winchester Boulevard south of El Caminito and Kennedy Avenues within the Winchester Boulevard Master Plan. This area is in close proximity to the Winchester VTA Station. Number of Sites 14, Total Area – 17.34 acres, Estimated Residential Yield - 407 units.
- **Area 6** is located at the intersection of Dot and West Campbell Avenue. This area located about  $\frac{3}{4}$  of a mile from the Downtown Campbell and Winchester VTA Stations. Number of Sites 3, Total Area – 2.08 acres, Estimated Residential Yield - 31 units.

#### **4. Inventory of Opportunity Areas & Sites**

The inventory of opportunity sites is included in Table D-2. The inventory identifies the location, land use, general plan and zoning designations, and the development potential of each site. Most of the sites are created by the consolidation of adjacent smaller parcels to create suitable-sized development sites. The probable development potential of each site is based upon the size and shape of the consolidated sites. An explanation of each column label is provided below.

Site ID	A unique Housing Element site identification number to facilitate the quick identification of each potential opportunity site.
Address/APN	The street address (if available) and the Assessor's Parcel Number used by the Santa Clara County Assessor's Office. Not all parcels have street addresses.
Application Status	Description of any existing development entitlement applications. For most sites there is no activity.
Existing Use	General land use activity type, as determined by a site inspection.
Building Condition	The condition of the building ranging from Poor, Fair to Good. Largely based on the age/life expectancy of the building.
General Plan Designation	As shown on the current General Plan Land Use Map.
Zoning	As shown on the current City Zoning Map.
Site Size	The size of the project site in acres. In most cases lots have not been consolidated into larger areas unless a single ownership is known or a proposal for development has been applied for or approved.
Realistic Units	The site size multiplied by the Useable Density. This does not include any units allowed under the local Density Bonus Program.
Useable Density	A conservative density estimate based upon the following assumptions:  Minimum Density Assumption: 75% of maximum density based upon the requirements of the Housing Element.  Enhanced Density Assumption: 90% of the maximum density for larger regularly-shaped parcels.
Description/Comments	An additional description or information about the site that may be relevant or important in any future development consideration.
Development Standards	Floor Area Ratio, density, and building setback standards as determined by the Zoning Ordinance or the Area/Master Plan (as applicable).

While it is the intention of the City to make every effort to encourage and enable the development of housing for all income categories, it is important to note that the unit estimates contained in Appendix D cannot be construed as a guarantee of actual buildable density. There are a number of factors that will ultimately determine the site density including the following:

- The size and shape of the actual project site;
- The characteristics of the actual project design;
- Site constraints that cannot be determined until specific feasibility and engineering studies have been completed, such as soil stability, slopes, street dedication, frontage requirements, and vehicular access;
- Site specific land use compatibility issues; and,
- Environmental impact issues and mitigation measures identified during the CEQA compliance process.

The inventory identifies the potential for 1,161 additional units based upon the existing General Plan and Zoning Designations. Of these units, 1,008 result from the development of properties that allow residential densities in excess of 20 units per acre and are potentially affordable for all income categories. A summary of the Opportunity Site Areas is provided in Table D-1 below.

**Table D-1: Summary of Opportunity Site Areas**

<b>Opportunity Site Areas</b>	<b>Opportunity Site Area Size</b>	<b>Estimated Total Units</b>	<b>Is 75% Density over 20.0 du/ac?</b>
Bascom Avenue Corridor	5.0 Acres	109	Yes
NOCA Area Plan	8.3 Acres	136	No*
East Campbell Avenue Master Plan	5.2 Acres	116	Yes
SOCA Area Plan	19.8 Acres	419	Yes
Winchester Blvd Master Plan –South	17.3 Acres	350	Yes
Dot Avenue Properties	2.1 Acres	31	No*
<b>TOTAL</b>	<b>57.7 Acres</b>	<b>1,161</b>	

\* The Maximum Density in these areas is 20 units per acre. As a result the 75% density is 15 du/ac, the 90% density would be 18 du/ac.

Note: All properties identified have utilities in place (water, sewer, electricity, gas, and telecommunications).

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
<b>AREA 1 – BASCOM AVENUE CORRIDOR AREA</b>												
1-1	980 E. Hamilton Ave APN=28802009	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D	0.41	8	20.25	Automotive use. May require lot consolidation.	GP GOAL LUT-14: <i>The Pruneyard/Creekside Area as an active, connected “urban village” with a mixture of commercial, office, residential, entertainment and recreational uses functioning as a community and regional focal point.</i>	FAR: Up to 2.0 Density: Up to 27 units per acre
1-2	990 E. Hamilton Ave APN=28802028	No Application Filed	Retail and Service	Good	Commercial, Medium-High Density Res	P-D	0.47	10	20.25	Corner retail location. May require lot consolidation.		
1-3	1627 S. Bascom Ave. APN=28802007	No Application Filed	Retail and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.23	5	20.25	Small underutilized parcel, may require lot consolidation.		
1-4	1639 S. Bascom Ave. APN=28802008	No Application Filed	Retail and Service	Poor	Commercial/ Prof Office/ Residential	P-D	0.31	6	20.25	Small underutilized parcel, may require lot consolidation.		
1-5	1645 S. Bascom Ave. APN=28802009	No Application Filed	Retail, Office, and Service	Poor	Commercial/ Prof Office/ Residential	P-D	0.34	7	20.25	Small underutilized parcel, may require lot consolidation.		
1-6	1657 S. Bascom Ave. APN=28802018	No Application Filed	Retail and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.35	7	20.25	Small underutilized parcel, may require lot consolidation.		
1-7	1661-1665 S. Bascom Ave. APN=28802011	No Application Filed	Retail, Office, and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.55	11	20.25	Small underutilized parcel, may require lot consolidation.		
1-8	1667 S. Bascom Ave. APN=28802012	No Application Filed	Retail and Service (car wash)	Fair	Commercial/ Prof Office/ Residential	P-D	0.32	6	20.25	Small underutilized parcel, may require lot consolidation.		
1-9	980 Campisi Ave APN=28803017	No Application Filed	Office	Good	Commercial/ Prof Office/ Residential	P-D	2.03	49	24.0	Large lot adjacent to Los Gatos Creek.	Ground floor retail along Bascom Avenue and Hamilton Ave with vibrant street levels.  FAR does not include residential units  Integrate development with the Los Gatos Creek Trail.	



**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
<b>AREA 2 -NORTH OF CAMPBELL AVE AREA PLAN</b>												
2-1	509 Salmar Ave APN=27933047	No Application filed	Public Storage Facility	Poor	Comm./Prof. Office/ Res.	P-D	3.42	62	18.0	Underdeveloped property in close proximity to downtown area near VTA Station and freeways.	GP GOAL LUT 15-North of Campbell Avenue Area, Mixed residential, office and retail commercial area functioning as an attractive gateway and complementing Downtown commercial activity.  Commercial, office, and attached residential uses allowed.  Density and FAR based on lot size to encourage lot consolidation  Residential floor area is not counted against FAR.  Locate building entries facing the streets for all residential units located along a public street	<u>North of Campbell Avenue Plan Area.</u>  FAR: Up to 1.0  Density: Up to 20 du/ac  Flexible development standards.  Reduced joint use parking allowed for mixed use projects.
2-2	479-485 Salmar Ave. APN=27933007	No Application filed	Office, home improvement showroom	Poor	Comm./Prof. Office/Res.	P-D	0.94	14	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-3	423-425 Salmar Ave APN=27933008	No Application filed	Home improvement and landscape maintenance	Poor	Comm./ Prof. Office/ Res.	P-D	0.77	12	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-4	210-230 Harrison Ave APN=27933009	No Application filed	Retail and office	Fair	Comm./ Prof. Office/ Res.	P-D	0.66	10	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-5	500-510 Salmar Ave. APN=27942016	No Application filed	Industrial (Turf Supply)	Poor	Comm./Prof. Office/Res.	P-D	1.08	16	15.0	Non conforming industrial uses in the downtown near VTA Station and freeways. Built in 1945.		
2-6	494 Salmar Ave. APN=27942011	No Application filed	Office	Good	Comm./Prof. Office/Res.	P-D	0.64	10	15.0	Non conforming use in the downtown area near VTA Station and freeways.		
2-7	536 Salmar Ave APN=27932006	No Application filed	Industrial, warehouse	Fair	Comm./Prof. Office/Res.	P-D	0.79	12	15.0	Non conforming Industrial uses in the downtown area near VTA Station and freeways. Built in 1971. (Also addressed as 535 Salmar Avenue)		

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 3 -EAST CAMPBELL AVENUE MASTER PLAN AREA												
3-1	471 E. Campbell Ave APN=29443055	No Application Filed	Retail and Service	Fair	Central Commercial	P-D	0.66	13	20.25	Auto oriented shopping center adjacent to the downtown and near the Downtown Campbell VTA Station. Site has limited lot consolidation potential and is triangular in shape.	Mixed Use projects facing E. Campbell Avenue must have commercial on ground floor with residential on upper floors.  Development should emphasis on small-scale, pedestrian-oriented commercial uses, including specialty retail, restaurants, local/neighborhood services.  Locate parking at the rear or below buildings. No new surface parking along E. Campbell Avenue.  Ensure adequate building setbacks to accommodate outdoor seating.  Residential floor area is not counted against FAR	<u>East Campbell Avenue Master Plan.</u>  FAR: Up to 1.5  Density: Up to 27 du/ac  Height 45 ft./4 Stories  Front setback 0 ft.  Side setback 0 ft.  Rear setback varies by location  Ground floor finished ceiling ht - 15 ft.
3-2	56 Foote St APN=27943020	No Application Filed	Retail, service and office	Good	Central Commercial	P-D	1.41	34	24.3	Auto oriented shopping center adjacent to the downtown and near the VTA Station.		
3-3	565 E. Campbell Ave APN=27946050	No Application Filed	Retail and Service	Poor	Central Commercial	P-D	0.13	3	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-4	573 E. Campbell Ave APN=27946049	No Application Filed	Office	Fair	Central Commercial	P-D	0.11	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-5	579 E. Campbell Ave APN=27946048	No Application Filed	Office	Poor	Central Commercial	P-D	0.12	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-6	621 E. Campbell Ave. APN=27946011	No Application Filed	Offices	Fair	Central Commercial	P-D	1.57	38	24.3	Under developed low rise office complex built in 1957, Near VTA Station. Under a single ownership.		
3-7	621 E. Campbell Ave. APN=27946012	No Application Filed	Offices	Fair	Central Commercial	P-D						
3-8	476 E. Campbell Ave APN=41209065	No Application Filed	Offices	Fair	Central Commercial	P-D	0.19	4	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-9	486 E. Campbell Ave APN=41209065	No Application Filed	Offices	Fair	Central Commercial	P-D	0.31	6	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
3-10	35 Dillon Ave APN=41209013	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
3-11	530-540 E. Campbell Ave. APN=27946029	No Application Filed	Retail	Poor	Central Commercial	P-D	0.57	12	20.25	Blighted buildings in a prime location within the East Campbell Avenue Master Plan. Under a single ownership. Near VTA Station.		
3-12	558 E. Campbell Ave. APN=27946030	No Application Filed	Vacant	Poor	Central Commercial	P-D						
3-13	566 E. Campbell Ave. APN=27946031	No Application Filed	Automotive repair and machining	Poor	Central Commercial	P-D						

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
<b>AREA 4 –SOUTH OF CAMPBELL AVENUE (SOCA) AREA PLAN</b>												
4-1	20 Railway Ave APN=41209009	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	<b>GP GOAL LUT-16:</b> <i>Revitalize Downtown commercial, industrial, and recreational areas and provide housing opportunities.</i>  Mixed Use projects should have commercial on ground floor with residential on upper floors.  Density based on lot size (Larger lots equal greater density up to 27 DU/Ac).  Residential entries should be oriented toward the street.  Lots must be a minimum of 1.5 acre for residential development to encourage lot consolidation.	<u><b>SOCA Area Plan- Sub Area 1</b></u>  Commercial, industrial and attached residential uses allowed similar to Central Business District (C-3) zone.  FAR: Up to 0.5  Density: Up to 27 du/ac  Flexible development standards.
4-2	36 Railway Ave APN=41209008	No Application Filed	Office	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-3	40 Railway Ave APN=41209007	No Application Filed	Outside Storage	N/A	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-4	48 Railway Ave APN=41209006	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.08	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-5	64 Railway Ave APN=41209005	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Building located in the rear of the property. Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-6	70 Railway Ave APN=41209004	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-7	86 Railway Ave APN=41209003	No Application Filed	Service	Fair	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Building located in the rear of the property with parking in front. Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-8	90 Railway Ave APN=41209002	No Application Filed	Office	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-9	116 Railway Ave APN=41209001	No Application Filed	Automotive Repair	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-10	61 Dillon Ave APN=41209014	No Application Filed	Self Storage	Poor	Commercial, Medium-High Density Res	P-D	0.31	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	<u>SOCA Area Plan- Sub Area 3</u> Commercial, industrial and attached residential uses allowed similar to Central Business District (C-3) zone.  FAR: Up to 0.5  Density: Up to 27 du/ac  Flexible development standards.
4-11	75 Dillon Ave APN=41209015	No Application Filed	Service and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-12	89 Dillon Ave APN=41209016	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-13	103 Dillon Ave APN=41209017	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-14	111 Dillon Ave APN=41209018	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-15	131 Dillon Ave APN=41209019	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.14	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-17	139-145 Dillon Ave APN=41209020	No Application Filed	Residential and Office	Poor	Commercial, Medium-High Density Res	P-D	0.25	5	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-18	24 Dillon Ave APN=41209028	No Application Filed	Vacant/vehicle storage	N/A	Commercial, Medium-High Density Res	P-D	0.30	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-19	34 Dillon Ave APN=41209027	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.22	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-20	60 Dillon Ave APN=41209026	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

**Table D-2: Inventory of Opportunity Sites, City of Campbell**

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-21	74 Dillon Ave APN=41209025	No Application Filed	Vacant Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-22	88 Dillon Ave APN=41209024	No Application Filed	Service	Poor	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-23	126 Dillon Ave APN=41209023	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.39	8	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-24	132 Dillon Ave APN=41209022	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-25	457 Sam Cava Ln APN=41209057	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-26	57 Gilman Ave APN=41209032	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-27	63 Gilman Ave APN=41209033	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-28	71-79 Gilman Ave APN=41209034	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.29	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-29	85 Gilman Ave APN=41209035	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-30	101 Gilman Ave APN=41209036	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-31	80 Gilman Ave APN=412090044	No Application Filed	Office and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.35	7	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-32	90 Gilman Ave APN=412090043	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-33	100 Gilman Ave APN=412090042	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.27	5	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-34	132 Gilman Ave APN=412090041	No Application Filed	Office and equipment storage	Poor	Commercial, Medium-High Density Res	P-D	0.28	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-35	136 Gilman Ave APN=412090040	No Application Filed	Equipment Storage	Poor	Commercial, Medium-High Density Res	P-D	0.28	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-36	140 Gilman Ave APN=412090058	No Application Filed	Warehouse and outside storage	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-37	150-164 Gilman Ave APN=412080048	No Application Filed	Service, office and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.48	10	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-38	176 Gilman Ave APN=412080047	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.39	8	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-39	188 Gilman Ave APN=412080046	Pre-App Review Completed in 2014, d	Industrial and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.62	15	24.3	Underutilized parcel, would benefit form a lot consolidation. Near VTA Station. The 2014 Pre-application review project included five other parcels.		
4-40	500 Sam Cava Ln APN=412080045	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-41	488 Sam Cava Ln APN=412080044	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-42	482 Sam Cava Ln APN=41208043	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-43	472 Sam Cava Ln APN=41208042	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-44	466 Sam Cava Ln APN=41208041	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.16	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-45	180 Dillon Ave APN=41208040	No Application Filed	Parking Lot	N/A	Commercial, Medium-High Density Res	P-D	0.14	3	20.25	Small underutilized parcel, would require lot consolidation. Separate lot for the parking lot. Near VTA Station.		
4-46	180 Dillon Ave APN=41208039	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D						
4-44	186 Dillon Ave APN=41208038	Pre-App Review Completed in 2014	Manufacturing and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.66	16	24.3	Long, thin and underutilized parcel, would benefit from a lot consolidation. Near VTA Station.		
4-45	190 Dillon Ave APN=41208037	Pre-App Review Filed in 2014	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.70	17	24.3	Long, thin and underutilized parcel, would benefit from a lot consolidation. Near VTA Station.		
4-46	200 Dillon Ave APNs=41208049 41208050 41208051 41208052 41208053	No Application Filed	Industrial, warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.37	7	20.25	Industrial Condominium. Parcel would require lot consolidation. Near VTA Station.		
4-47	230 Dillon Ave. APN=41208034	Pre-App Review Filed in 2014	Vehicle storage yard	Vacant	Commercial, Medium-High Density Res	P-D	0.14	3	24.3	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-48	240 Dillon Ave APN=41208033	No Application Filed	Office and Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.27	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		



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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-49	260 Dillon Ave APN=41208032	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-50	272 Dillon Ave APN=41208031	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-51	280 Dillon Ave APN=41208030.	Pre-App Review Filed in 2014	Vacant	N/A	Commercial, Medium-High Density Res	P-D	0.08	2	24.3	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-52	(No Address) APN=41208035	Pre-App Review Filed in 2014	Vacant	N/A	High Density Residential	P-D	1.66	40	24.3	Underutilized parcel, could from an associated lot consolidation. Near VTA Station.		
4-53	293 Dillon Ave APN=41208028	No Application Filed	Industrial	Fair	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
4-54	279 Dillon Ave APN=41208027	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-55	265 Dillon Ave APN=41208067	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-56	255 Dillon Ave APN=41208024	No Application Filed	Outside storage	N/A	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-57	243 Dillon Ave APN=41208023	No Application Filed	Vacant	N/A	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-58	235 Dillon Ave APN=41208022	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-59	227 Dillon Ave APN=41208021	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-60	219 Dillon Ave APN=41208020	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-61	213 Dillon Ave APN=41208019	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-62	191 Dillon Ave APN=41208018	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.08	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-63	183 Dillon Ave APN=41208017	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-64	426 Sam Cava Ln APN=41208068	No Application Filed	Warehouse	Good	Commercial, Medium-High Density Res	P-D	0.29	6	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-65	138 Railway Ave APN=41208069	No Application Filed	Retail and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.26	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-66	202 Railway Ave APN=41208063	No Application Filed	Church and Daycare	Poor	Commercial, Medium-High Density Res	P-D	0.93	19	20.25	Small underutilized parcel, could benefit from a require lot consolidation. Near VTA Station.		
4-67	208 Railway Ave APN=41208066	No Application Filed	Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-68	216 Railway Ave APN=41208057	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-69	226 Railway Ave APN=41208056	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-70	232 Railway Ave APN=41208006	No Application Filed	Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-71	238 Railway Ave APN=41208054	No Application Filed	Outside Storage	N/A	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-72	264 Railway Ave APN=41208062	No Application Filed	Outside Storage	N/a	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-73	264 Railway Ave APN=41208061	No Application Filed	Retail and Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.17	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-74	300 Railway Ave APN=41208065	No Application Filed	Automotive Repair	Poor	High Density Residential	P-D	1.56	32	20.25	Larger parcel near VTA Station. Site development would benefit from lot consolidation.		<u>South of Campbell Avenue Area Plan – Sub Area 2</u>  Density: Up to 27 du/ac  Flexible development standards.  Reduced joint use parking allowed for mixed use projects.  FAR: Up to 0.5  Density: Up to 27 du/ac  Building Height: 50 ft.
4-75	310 Railway Ave APN=41203007	No Application Filed	Vacant and Outside Storage	Poor	High Density Residential	P-D	0.40	8	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-76	320 Railway Ave APN=41203006	No Application Filed	Vacant and Outside Storage	Poor	High Density Residential	P-D	0.25	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-77	328 Railway Ave APN=41203005	No Application Filed	Single Family Residential and Vacant	Poor	High Density Residential	P-D	0.36	7	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
<b>AREA 5 – WINCHESTER BLVD MASTER PLAN – SOUTH</b>												
5-1	2295 Winchester Blvd APN=30534004	No Application Filed	Vacant	N/A	Central Commercial	P-D	0.28	6	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.	“Neighborhood Commercial Boulevard” policies, to promote a land use mix that is more oriented to and more sensitive to adjacent neighborhood areas. First floor commercial space is required. Proposed public improvements focus on storefront district-type street amenities.	<u>Winchester Blvd Master Plan, Area 2</u>  120 ft. max building frontage
5-2	2305 Winchester Blvd APN=30534005	No Application Filed	Vacant	N/A	Central Commercial	P-D	0.30	6	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.		Max. Height - 45 ft./3 stories
5-3	2325 Winchester Blvd APN=30534006	No Application Filed	Retail and restaurant	Poor	Central Commercial	P-D	0.54	11	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.		Front/street side 5 ft.  Rear setback 8 ft. min. (2:1 stepped)
5-4	2345 Winchester Blvd APN=30536011	No Application Filed	Retail, service and restaurant	Poor	Central Commercial	P-D	0.30	7	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.	“Mixed-Use/Civic Boulevard” policies: where parcel size and street frontage conditions are generally consistent. These policies promote a mixed-use development pattern that includes a combination of “freestanding” office, residential and commercial development. Side setbacks, a frontage landscape strip (allowed by the lack of curbside parking), and, over time, installation of a central landscaped median island will combine to create an open, “green” character for these areas.	<u>Winchester Boulevard Master Plan, Area 1</u>  200 ft. max building frontage
5-5	2365 Winchester Blvd APN=30536012	No Application Filed	Retail and service	Fair	Central Commercial	P-D	3.80	91	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		Ground floor finished ceiling ht of 15 ft.
5-6	2375 Winchester Blvd APN=30536013	No Application Filed	Retail and service	Fair	Central Commercial	P-D	1.56	37	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		FAR: 1.5 (exclusive of residential uses)
5-7	2415 Winchester Blvd APN=30536008	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	3.26	78	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		Max. Ht - 55 ft./4 stories; (min. of two stories)
5-8	2507 Winchester Blvd APN=30536004	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	1.56	37	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		Front 15 ft. recommended (7 ft. minimum)
5-9	2523 Winchester Blvd APN=30536005	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	0.69	17	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		Side setback 10 ft.
5-10	2525-2565 Winchester Blvd APN=30539050	No Application Filed	Automotive repair complex	Poor	Commercial/ Prof Office/ Residential	P-D	1.72	41	24.3	Campbell Plaza Automotive Repair Center. Near a VTA Station.		Street side setback 0 ft.

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5-11	2585 Winchester Blvd APN=30539007	No Application Filed	Single Family Residential	Fair	Commercial/ Prof Office/ Residential	P-D	0.18	4	20.25	Small site would benefit from a lot consolidation. Near a VTA Station.	Main entrance facing Winchester or Campbell Avenue.	
5-12	2585 Winchester Blvd APN=30539008	No Application Filed	Single Family Residential	Fair	Commercial/ Prof Office/ Residential	P-D	0.16	3	20.25	Small site would benefit from a lot consolidation. Could provide secondary access to adjacent opportunity sites. Near a VTA Station.		
5-13	2460 Winchester Blvd APN=41202032	No Application Filed	Retail Nursery	Poor	Commercial/ Prof Office/ Residential	P-D	2.38	6	24.3	Summer Winds Nursery Underutilized site adjacent to the Winchester VTA Station.		
5-14	2470 Winchester Blvd APN=41202001	No Application Filed	Office	Fair	Commercial/ Prof Office/ Residential	P-D	0.61	6	20.25	Site is triangular and would benefit from a lot consolidation with the adjacent site. Near a VTA Station.		

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<b>AREA 6 – DOT AVENUE PROPERTIES</b>												
6-1	464 W Campbell Ave APN=30530007	No Application Filed	Single Family Home	Poor	Medium Density Residential	P-D	0.95	14	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.	There are no specific policy or criteria in the General Plan that apply exclusively to this area. As a result, the standard citywide provisions apply.	Projects are evaluated on a case-by-case basis to achieve the minimum residential density.
6-2	No Address APN=305300006	No Application Filed	Vacant	N/A	Medium Density Residential	P-D	0.53	8	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.		
6-3	No Address APN=305300005	No Application Filed	Vacant	N/A	Medium Density Residential I	P-D	0.60	9	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.		

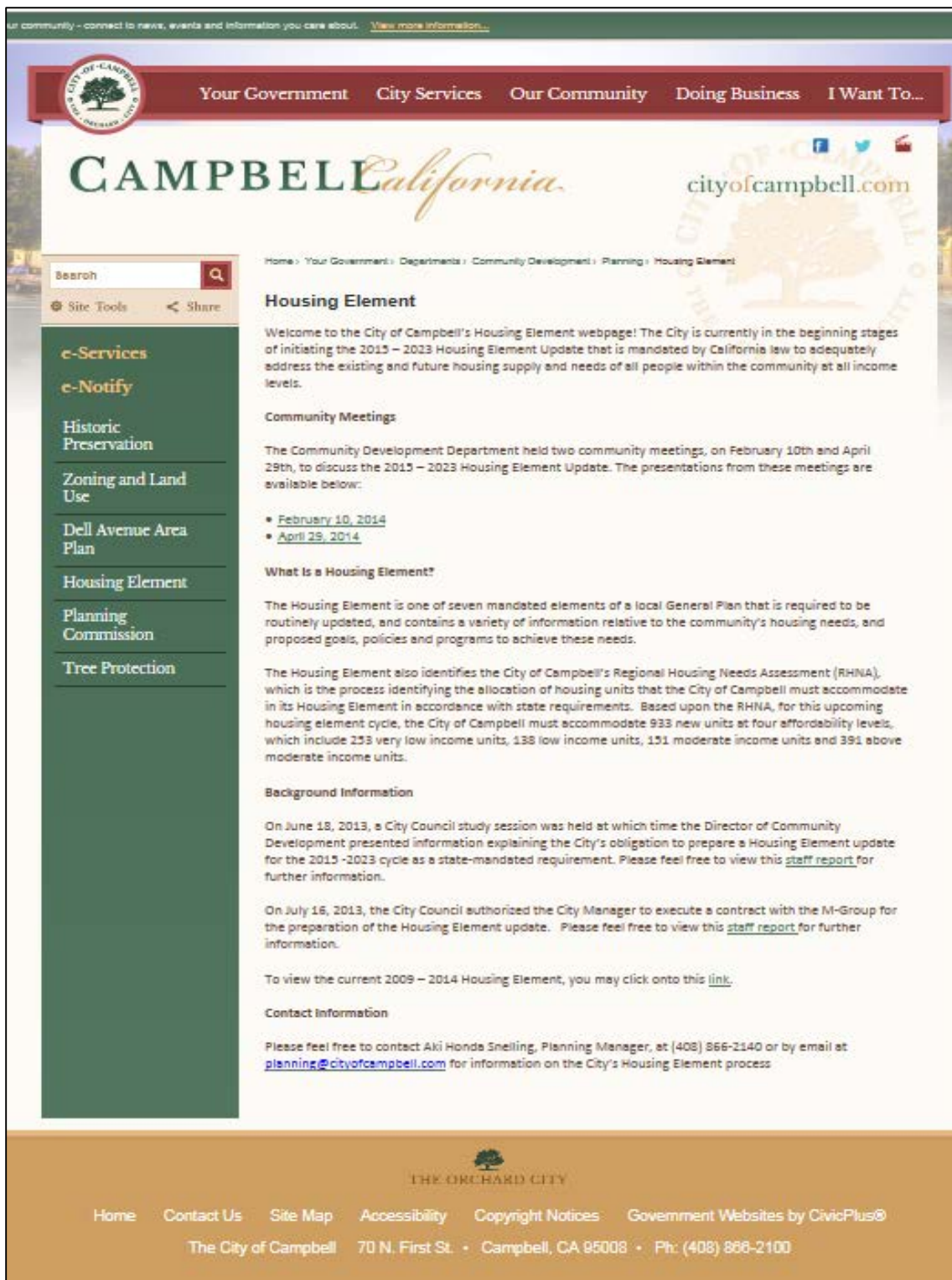
## **APPENDIX E. PUBLIC OUTREACH DOCUMENTATION**

This section of the Housing Element provides documentation of the City's outreach and public participation activities related to the development of the 2015-2023 Housing Element. The following activities are documented in this Appendix.

- A. City Website Information on Housing Element
- B. First Community Outreach Meeting – February 10, 2104
  - 1. Meeting Notice
  - 2. Distribution and Mailing List
  - 3. Images of Meeting
- C. Second Community Outreach Meeting– April 29, 2014
  - 1. Meeting Notice
  - 2. Added Distribution List Names (from the First Outreach Meeting)
  - 3. Non-Profit Housing Association Website
  - 4. Campbell Express Website Announcement
  - 5. Image of Preferred Housing Location “Dot Exercise” Results
  - 6. Image of Sample Preferred Housing Type Survey
- D. Images of City Council Study Session – June 17, 2014

A summary of the results of the various meetings listed above are included in the body of the Housing Element.

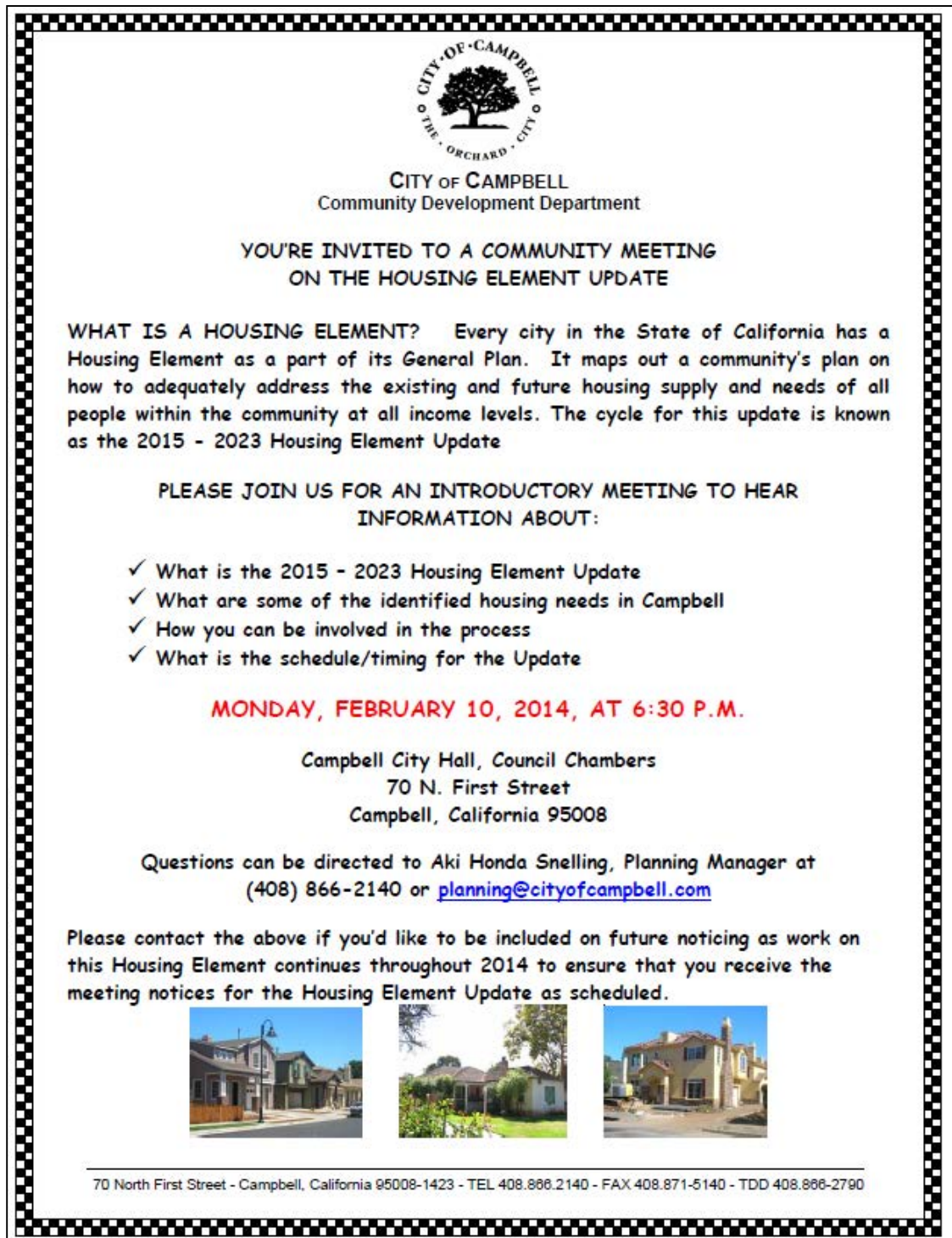
## A. City Website





**B. First Community Outreach Meeting – February 10, 2014**

- 1. Invitation flyer (sent by regular mail or by e-mail) and printed in the local newspaper, the Campbell Express on January 29, 2014.**



## **2. Mailing List**

AARP, Marilyn Clough, President Campbell Chapter	David Downs
Affordable Housing Advocates	David Duran
Aki Snelling	DT Campbell Neigh Assn, MaryanneYoshikawa
Al Bito	Eden Housing, Linda Mandolini
Barry Swanson Builders, Josh Burroughs	EHC LifeBuilders
Bicycle Advisory Committee	First Housing, Jeff Oberdorfer
Bridge Housing, Cynthia A .Parker	Metropolitan Planning Group, Geoff Bradley
Building Board of Appeals	Habitat for Humanity East Bay Silicon Valley, Nataie Monk
CAANET, Joshua Howard	Habitat for Humanity East Bay-Silicon Valley, Meg Fitts
Cambrian School District, Dr. Deborah Blow	Habitat for Humanity East Bay-Silicon Valley, Michele Choi
Cambrian School District, Wendy Corkery	HACSC, Aleli Sangalang
Campbell Chamber, Dave Perry	Hamann Park Neigh Assn, Vince Navarra
Campbell Chamber of Commerce	HBANC, Crisand Giles
Campbell Community Center Neighborhood Association, Tim Grabau	Historic Preservation Board
Campbell Union HSD, Gaylene Hinkle	Housing Choices Coalition, Jan Stokley
Campbell Union HSD, Patrick Gaffney	IVSN, Karae Lisle
Campbell Union School District, Dr. Eric Andrew	Joanne Fairbanks
Campbell Union School District, Ruth Smith	John Hawkings
Campbell Village Neighborhood Assn, Lisa Harmer	Joint Venture, Russell Hancock
Catholic Charities of SCC, Margaret Williams	Joni Steele
Catholic Charities of SCC, Marlene Siebert	Law Foundation of SCC, Alison Brunner
Charities Housing, Kathy Robinson	Law Foundation of SCC, Christina Lum
City Ventures, Phil Kerr	Law Foundation of SCC, Melissa Morris
Civic Improvement Commission	League of Women Voters, Roberta Hollimon
Corinthian House Campbell	Legal Aid Society, Mara Zlotoff
Council Members	Liz Gibbons
Cypress Group, Steve Schultz	LWVC, Jennifer Waggoner
	Marc Scheurer

Mark Fisher	Rental Increase Fact Finding Committee
Merrill Gardens, Cathey – General Manager	Richard Herrera, SCC Vets
MidPen Housing, Matt Lewis	Robson Homes, Mark Robson
MidPen Housing, Matthew Franklin	San Tomas Neigh Assn, Jackie Wyckoff
MidPen Housing, Jan Lindenthal	Santa Clara Family Health Foundation, Kathleen King
MidPen Housing, Peter Villareal	SARC / Tom Yetter
Mike Torres	SCC Assn of Realtors, Jessica Epstein
NEXTDOOR.COM, via Al Bito	SCC Council of Churches, Rev Margo Tenold
NHSSV, Matthew Huerta	Senior Adults Legal Assistance, Georgia Bacil
Non-Profit Housing Assn of N CA - Pilar Lorenzana-Campo	Senior Housing Solutions
Opportunity Fund, Liz Givens	Sharon Teeter
Organization of Special Needs Families, Sandra James	Silicon Valley Leadership Group, Bena Chang
Outreach and Escort, Kathryn Heatley	Step Up SV, Almaz Negash
Parks and Recreation Commission	Suzette Rios-Scheurer
Planning Commission	SVLG, Shiloh Ballard
Planning Division	Timber Cove HOA, Bud Souza
Project Sentinel, Andy Van Deursen	United Way Silicon Valley, Carole Hutton
Prometheus REG, Jackie Safier	Westley Manor
Pruneyard-Dry Creek Neigh Assn, Jane Harmer	William Seligmann
Rebuilding Together Silicon Valley	YWCS Silicon Valley – Support, Sandy Davis
Rebuilding Together-Silicon Valley, Bev Jackson	

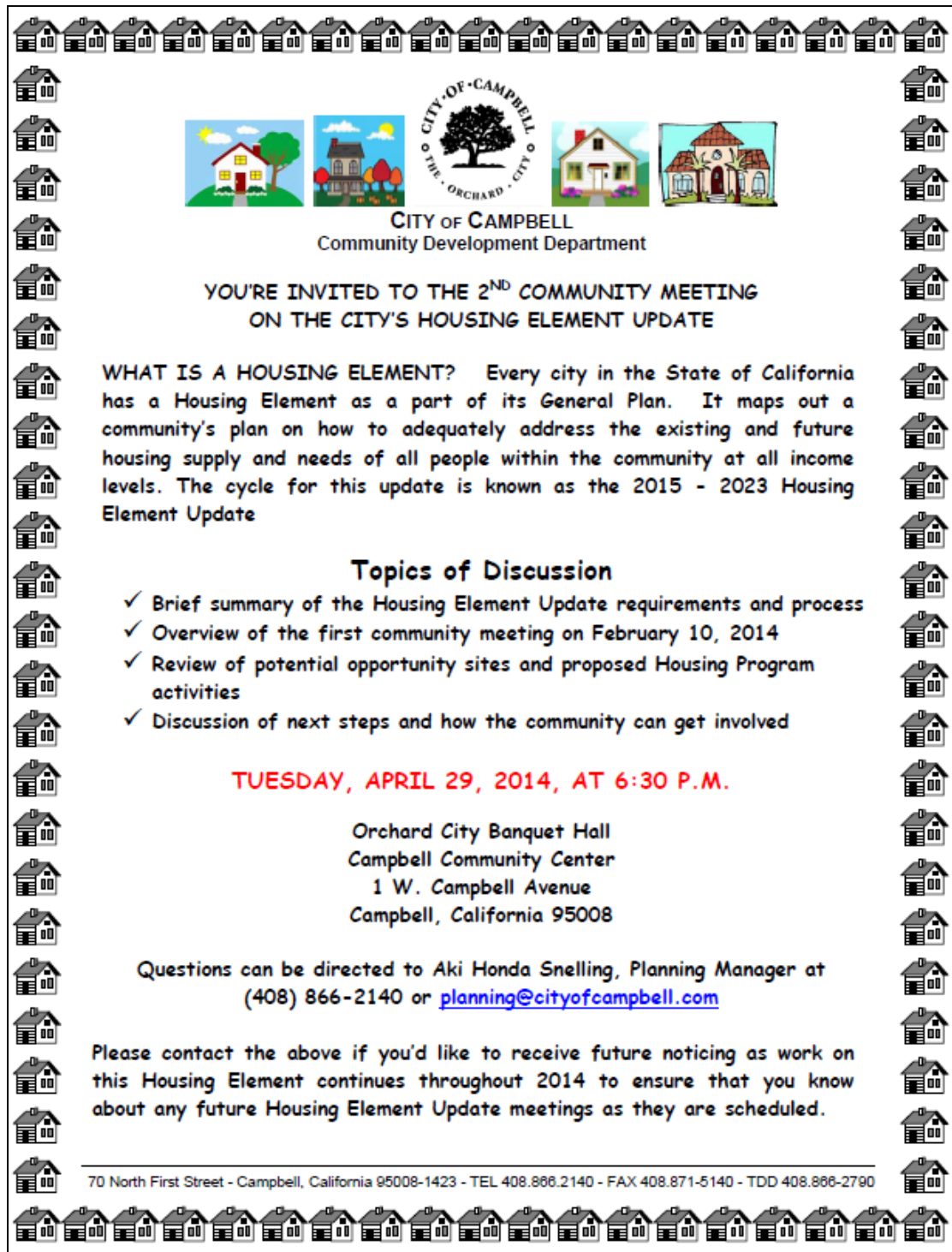
**3. *Images of First Community Outreach (Question & Answer) Meeting***





**C. Second Community Outreach Meeting – February 10, 2014**




- 1. Invitation flyer (sent by regular mail or e-mail as appropriate) and printed in the local newspaper, the Campbell Express on April 16, 2014.**





***2. Community Outreach Meeting Mailing List – Names Added after First Meeting***

Ardie Zahedani  
Barbara Derbyshire  
David Snyder  
Eric Bracher  
Greg Hoque  
Jo-Ann Ash Fairbanks  
John Razumich  
Lillie Richard  
Liz Gibbons  
Mark Linder  
Mark Shorett  
Mary Jo Gorney-Moreno  
Natalie Monk - Habitat for Humanity  
P. Sausedo  
Renee Schiavone, Campbell Patch  
Sally Howe, Campbell Express  
Therese Piccolo for Robert Hicks  
Vivek Bansal  
Vivian Bracher

### 3. Non-Profit Housing Association Website



[GET INVOLVED](#) [EVENTS+TRAINING](#) [RESOURCES](#) [POLICY+ADVOCACY](#) [ABOUT NPH](#)



#### EVENTS+TRAINING

[FALL CONFERENCE](#)  
[LEADERSHIP AWARDS](#)  
[BROWN BAG WORKSHOPS](#)  
[CALENDAR](#)

#### LEADERSHIP AWARDS

Stay tuned!

#### MORE EVENTS

Thu Jul-10 12:00 pm - 1:00 pm  
Housing Advocacy Network

Thu Jul-10 1:30 pm - 3:30 pm  
Regional Housing Element Working Group

Thu Aug-07 1:30 pm - 3:30 pm  
Regional Housing Element Working Group

Thu Sep-04 1:30 pm - 3:30 pm  
Regional Housing Element Working Group

Thu Oct-02 1:30 pm - 3:30 pm  
Regional Housing Element Working Group


Thu Nov-06 1:30 pm - 3:30 pm  
Regional Housing Element Working Group

Thu Dec-04 1:30 pm - 3:30 pm  
Regional Housing Element Working Group

## CITY OF CAMPBELL COMMUNITY MEETING

#### EVENT DETAILS

- **Start:** 29 April  
2014 6:30 pm
- **End:** 29 April  
2014 8:30 pm
- **Venue:** [Orchard City Banquet Hall](#)



What is a housing element?

Every city in the state of California has a Housing Element as a part of its General Plan. It maps out its community's plan on how to adequately address the existing and future housing supply and needs of all people within the community at all income levels. The cycle for this update is known as the 2015 -2023 Housing Element Update.

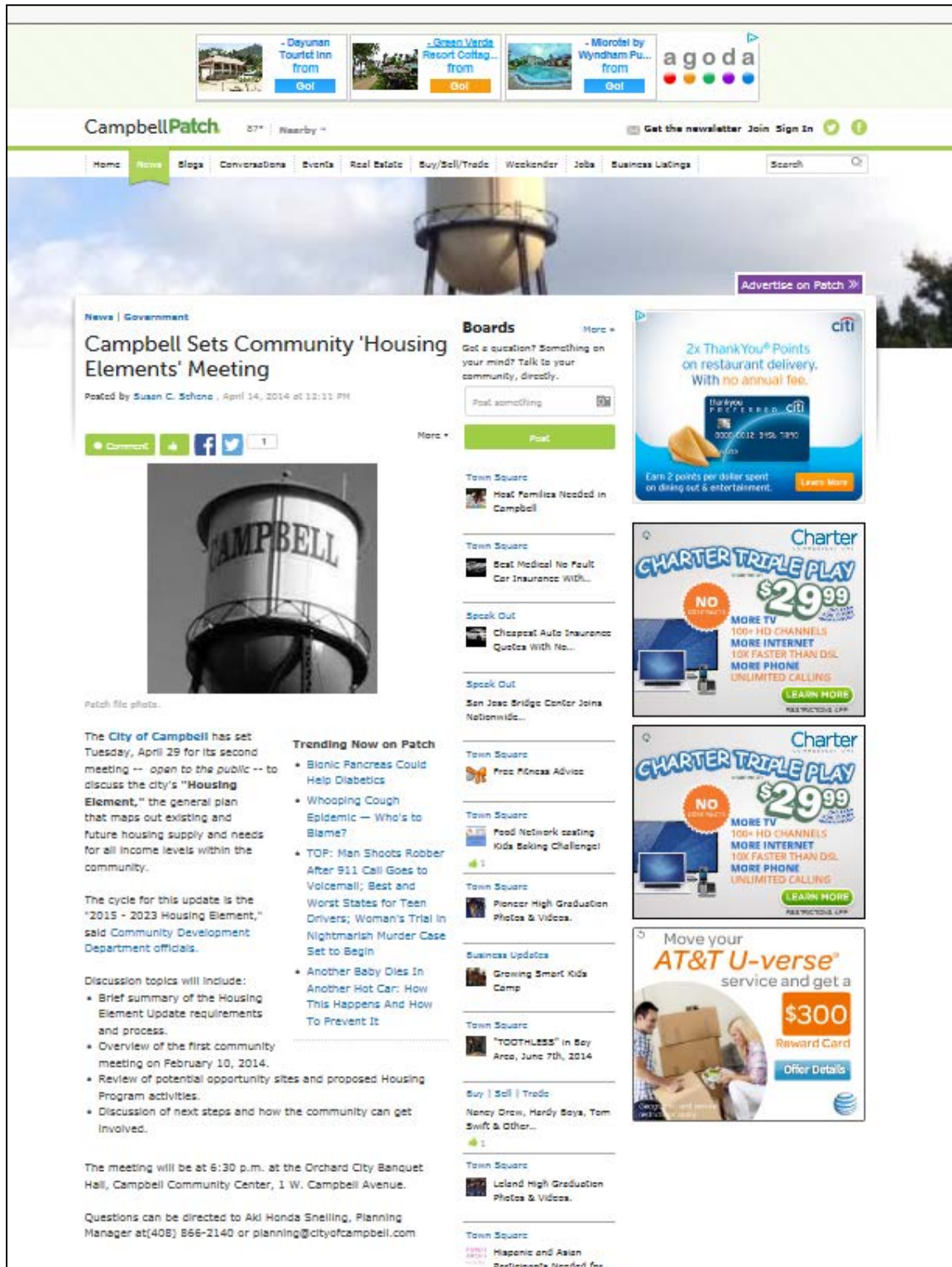
Topics of Discussion

- Brief summary of the Housing Element Update requirements and process
- Overview of the first community meeting on February 10, 2014
- Review of potential opportunity sites and proposed Housing Program activities
- Discussion of next steps and how the community can get involved

For any questions please contact Aki Honda Snelling at [planning@cityofcampbell.org](mailto:planning@cityofcampbell.org) or via phone at (408) 866-2140.

[CONTACT US](#) [PRIVACY POLICY+TERMS OF USE](#)

#### 4. Local On-line Newspaper Website

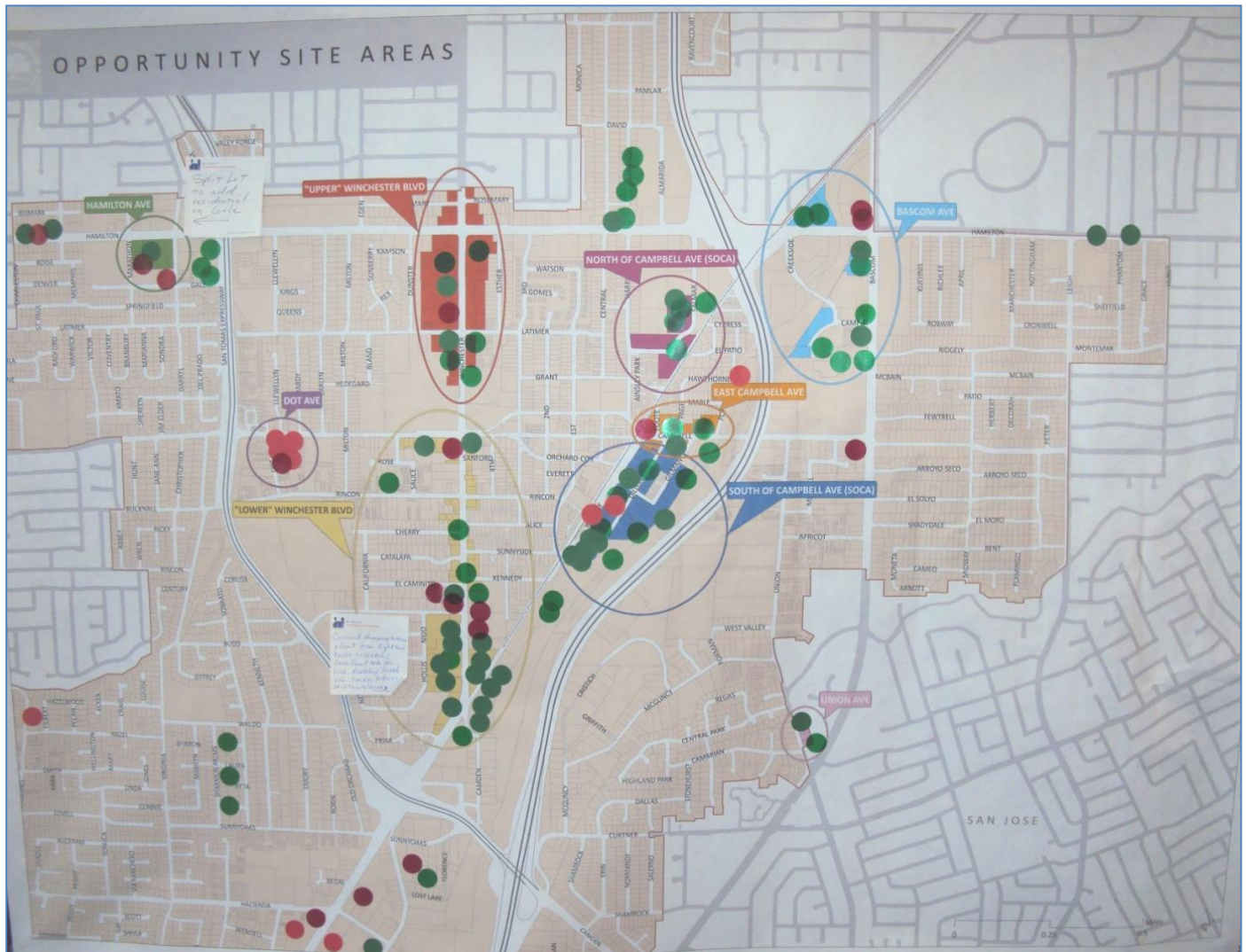




## 5. Results of Housing Location Preference “Dot Exercise”

Green Dots – Preferred YES Locations

Red Dots – Preferred NO Locations



<b>Light Blue</b>	<i>Bascom Avenue Corridor</i>
<b>Violet</b>	<i>NOCA Area Plan</i>
<b>Orange</b>	<i>East Campbell Avenue Master Plan</i>
<b>Blue</b>	<i>SOCA Area Plan</i>
<b>Pink</b>	<i>Union Avenue Area</i>
<b>Red</b>	<i>Upper/North Winchester Blvd Master Plan</i>
<b>Gold</b>	<i>Lower/Southern Winchester Blvd Master Plan</i>
<b>Purple</b>	<i>Dot Avenue Area</i>
<b>Green</b>	<i>West Hamilton Avenue Area</i>

## 6. Results of Housing Type Preference Survey (Sample of Complete Survey)

**HOUSING TYPE EXERCISE**

---

**Mixed Use Development/Condo's – 20-27 units per acre** (up to 36 with Density Bonus)



First St. / Orchard City Dr.

Check One:

☐ More Need For

☒ Less Need For

Bedrooms Needs?

[Studio - 1] [ 2 - 3 ] [ 4+ ]

(Circle One)

[Rental] [Ownership]

(Circle One)

---

**Single Family Attached/Apartments/Condo's – 15-20 units per acre**



Campbell Ave / San Tomas Expressway

Check One:

☐ More Need For

☒ Less Need For

Bedrooms Needs?

[Studio - 1] [ 2 - 3 ] [ 4+ ]

(Circle One)

[Rental] [Ownership]

(Circle One)

---

**Single Family Detached/Duplex/Triplex – 10-15 units per acre**



Gale Drive

Check One:

☒ More Need For

☐ Less Need For

Bedrooms Needs?

[Studio - 1] [ 2 - 3 ] [ 4+ ]

(Circle One)

[Rental] [Ownership]

(Circle One)

---

**Single Family Detached – 4-10 units per acre**



Check One:

☒ More Need For

☐ Less Need For

Bedrooms Needs?

[Studio - 1] [ 2 - 3 ] [ 4+ ]

(Circle One)

[Rental] [Ownership]

(Circle One)

---

**Accessory Dwelling Units**



Check One:

☒ More Need For

☐ Less Need For

Bedrooms Needs?

[Studio] [ 1 ] [ 2 ]

(Circle One)

[Rental] [Ownership]

(Circle One)



**D. Images from City Council Study Session – June 17, 2014**



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